



# Growing Your Business With Confidence Post-COVID



HELLO



## Thought of the day

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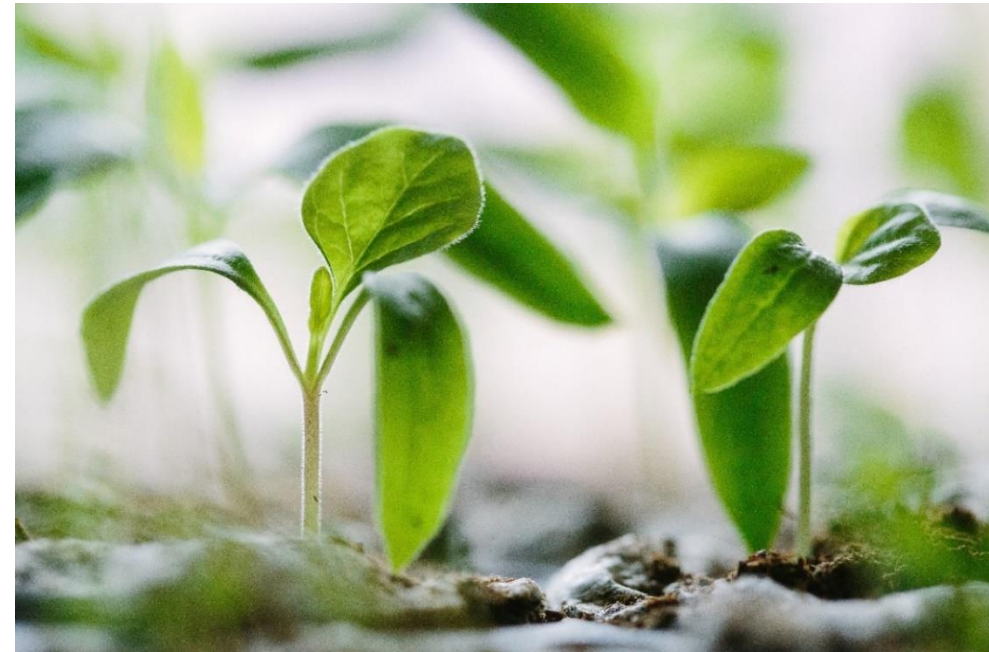


*“It’s not the strongest of the species that survives, nor the most intelligent; but the one most adaptable to change.”*

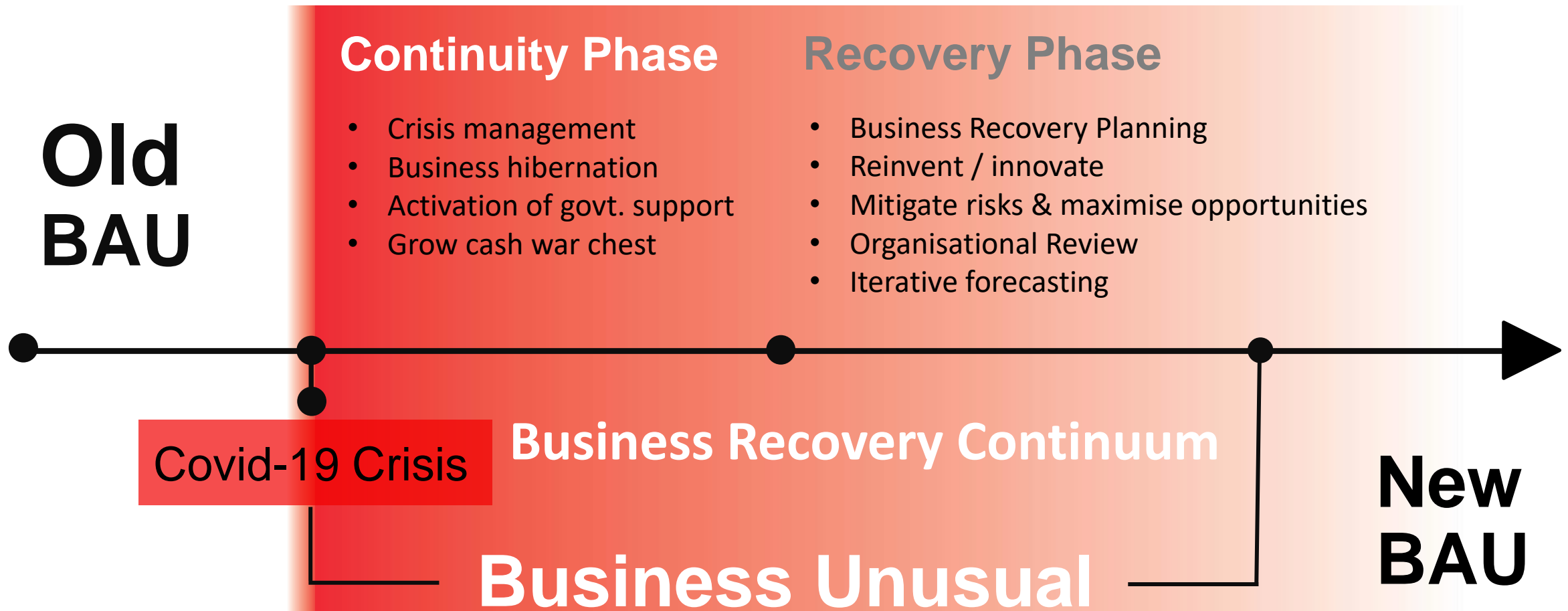
**- Charles Darwin**

# Agenda

- The new “Business as Usual” & lessons from lockdowns
- How to avoid going insane as we bounce back
- Getting from A to B - your roadmap
- Your dashboard
- The seven ways to grow your business
- Worked example
- Next steps



# The new business as usual





# Lessons from lockdown - essentials

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- Innovation
- Re-engineering
- Adaptation
- Widening your lane

A marquee sign with the text "THE WORLD IS TEMPORARILY CLOSED" in large, bold, black letters. The sign is mounted on a building facade and is surrounded by a border of small, round lights. The background is a faded image of a city street with buildings and a large sign that says "WARRIOR".

**THE WORLD IS  
TEMPORARILY CLOSED**



## Other lessons from lockdown

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- When forced upon us, change can happen fast
- Working from home is great for some and sucks for others (businesses and team members)
- Technology can be your friend (if you're agile) or enemy (if you're slow to adopt)
- A war chest of cash is not a nice to have; it's a must have

# Working on vs in your business

## THE JOB:

Set the Vision and determine the strategies to get there.

STRATEGIC



## GOVERNING

Accountable to:

The Shareholders and The Company

## Governing in action:

1. Determining Purpose.
2. Effective Governance Culture.
3. Holding to Account.
4. Effective Compliance.

## THE JOB:

Implement the strategies to deliver the Purpose and achieve the Vision.

OPERATIONAL

## MANAGING

Accountable to:

The Board

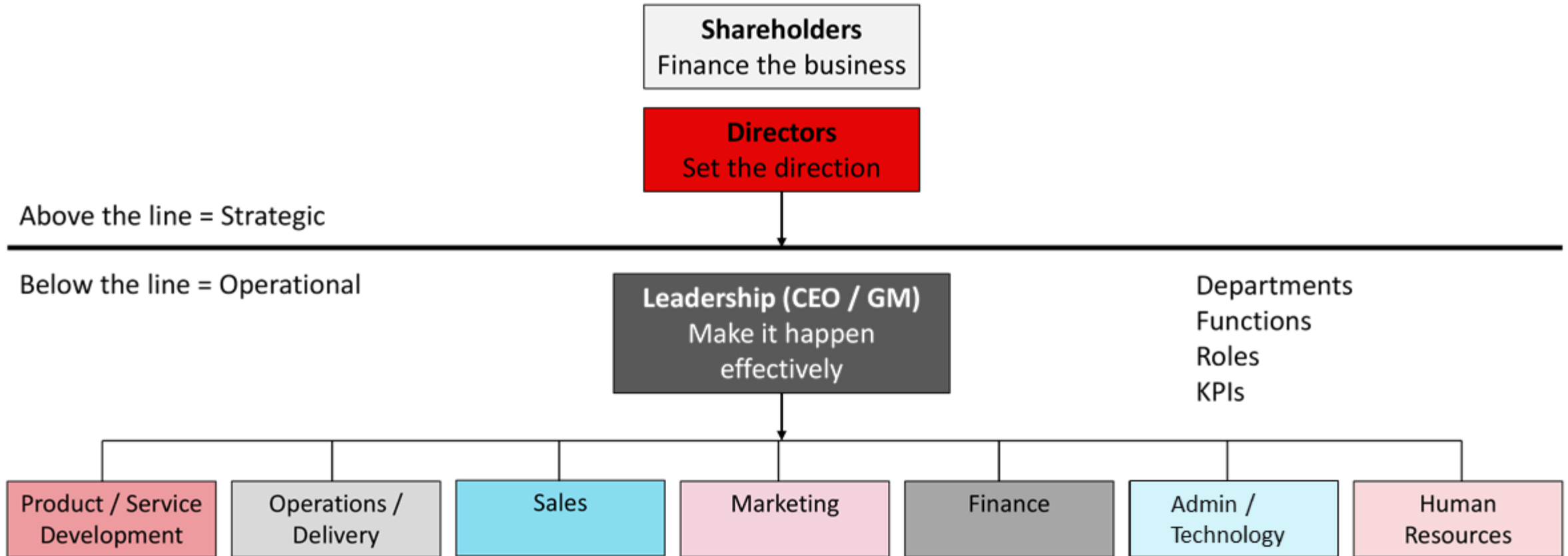


## Managing in action:

1. On track to achieve goals.
2. Performance of 7 Departments:
  - Product / Service Development
  - Operations
  - Marketing
  - Sales
  - Finance
  - Admin / IT
  - Human Resources



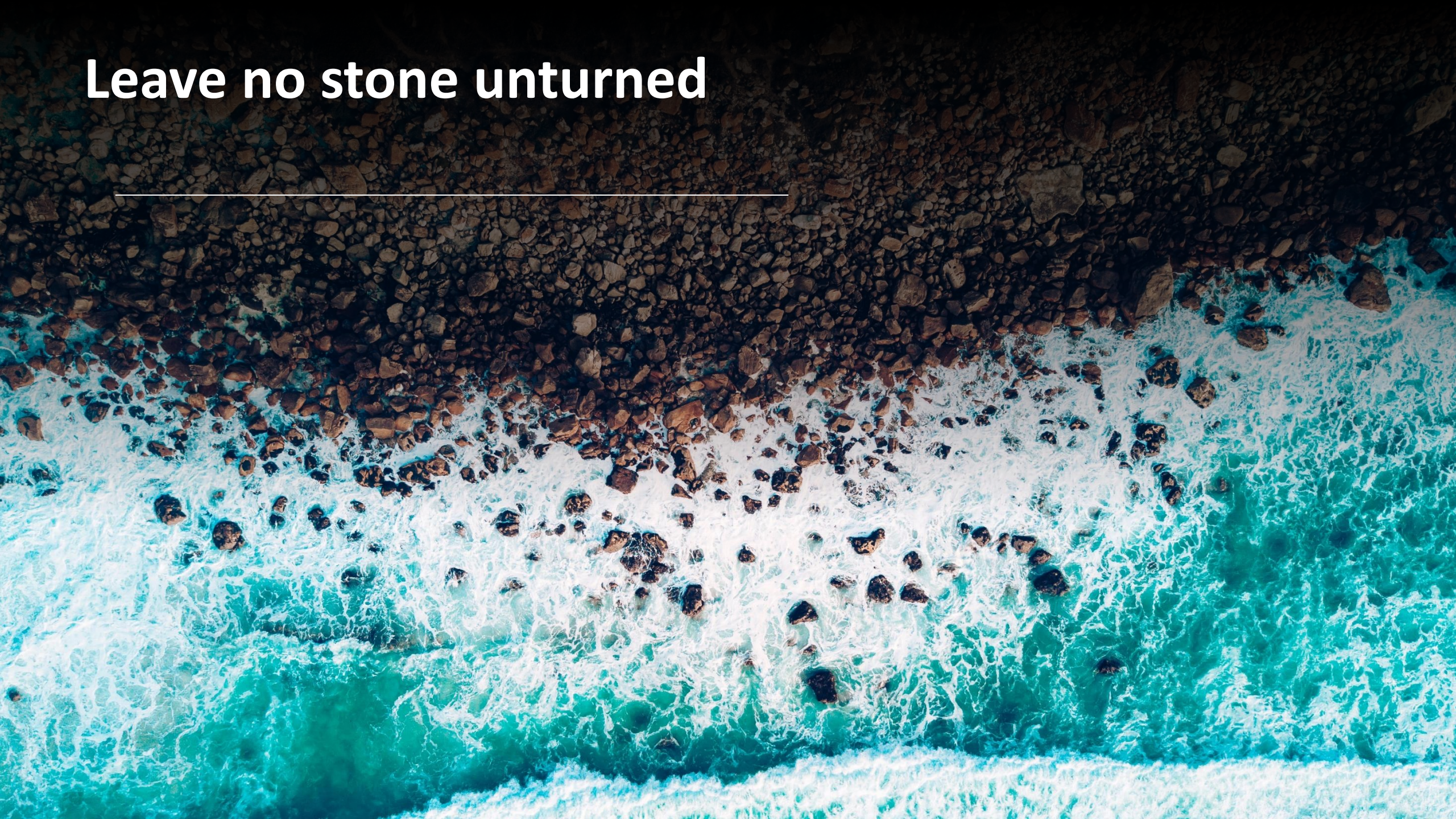
# The 10 Departments in Every Business





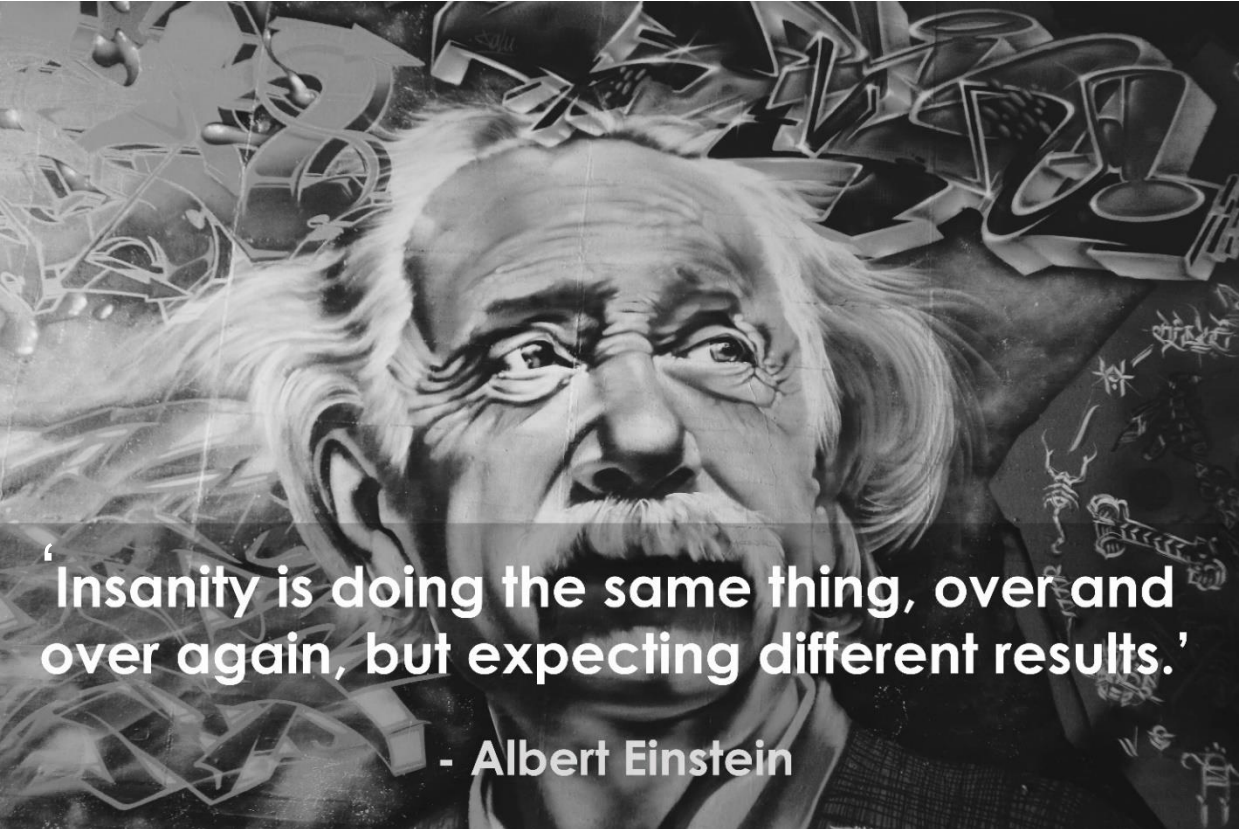
**Leave no stone unturned**

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# Avoiding insanity



'Insanity is doing the same thing, over and over again, but expecting different results.'

- Albert Einstein

## You have four choices:

1. Do nothing.
2. Retreat.
3. Take NORMAL amounts of action.
4. Take MASSIVE amounts of action.



# Avoiding insanity

# A

## 1. AWARENESS

If I don't make the necessary changes, the business will be impacted and my profit will drop.

## 2. ACCEPTANCE

I accept that for my business to grow I must free up my time and empower my team.

## 3. ACTION

The action I will take is to create my Business Plan so I can keep track this year.

## 4. ACCOUNTABILITY

I need someone independent to hold me to account or it just won't happen.

## 5. ACKNOWLEDGEMENT

I have some bad habits to break. I need to give myself and my team positive reinforcement when the changes are actioned.

# Getting from A to B - your roadmap



# Getting from A to B - your plan





# Getting from A to B - your budget



# Your dashboard





# How to engage co-drivers





# Maximising fuel efficiency / Minimising wear and tear

## Top four actions needed:

1. Set an annual plan.
2. Set an annual budget.
3. Set and measure your 4-5 most important KPIs.
4. Have someone **INDEPENDENT** hold you **ACCOUNTABLE** to your plan.



# The 7 Ways to Grow Your Business

Number 1: Increase customer retention rate.





# The 7 Ways to Grow Your Business

Number 2: Generate more leads.



# The 7 Ways to Grow Your Business

Number 3: Increase conversion rate.





# The 7 Ways to Grow Your Business

Number 4: Increase transaction frequency.



# The 7 Ways to Grow Your Business

Number 5: Increase transaction value.



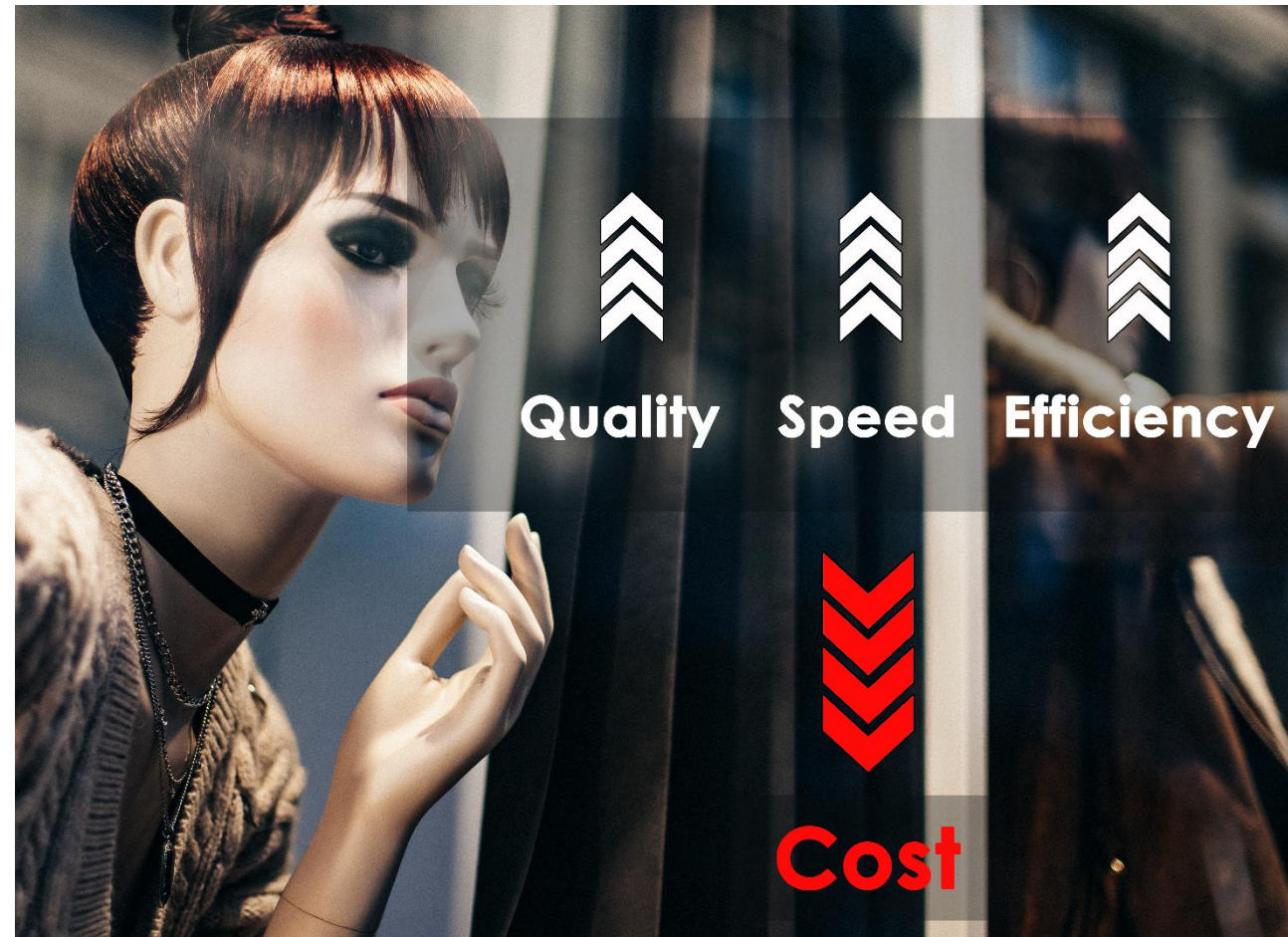
**FREE SHIPPING  
EVERYDAY**

**ON ORDERS OF \$150 OR MORE\***



# The 7 Ways to Grow Your Business

Number 6: Reduce costs of sales / variable costs.



# The 7 Ways to Grow Your Business

Number 7: Reduce overheads.





# Worked example

The chalkboard is filled with handwritten mathematical content:

- Complex Numbers:**
  - 1.  $z_1 + z_2 = z_1 + z_2$
  - 2.  $z_1 \cdot z_2 = z_1 \cdot z_2$
  - 3.  $\frac{z_1}{z_2} = \frac{z_1}{z_2}$
  - 4.  $\left(\frac{z_1}{z_2}\right)^n = \frac{z_1^n}{z_2^n}$
  - 5.  $z \in \mathbb{R} \Leftrightarrow z = \bar{z}$
  - 6.  $z \in \mathbb{R} \wedge z \neq 0 \Rightarrow z = \frac{1}{\bar{z}}$
  - $|z| = \sqrt{a^2 + b^2}$
  - $|z_1 z_2| = |z_1| |z_2|$
  - $\left|\frac{z_1}{z_2}\right| = \frac{|z_1|}{|z_2|}$
  - $|z_1 + z_2| \leq |z_1| + |z_2|$
  - $z_1 = r_1(\cos t_1 + i \sin t_1), z_2 = r_2(\cos t_2 + i \sin t_2)$
  - $z_1 z_2 = r_1 r_2 [\cos(t_1 + t_2) + i \sin(t_1 + t_2)]$
  - $\frac{z_1}{z_2} = \frac{r_1}{r_2} [\cos(t_1 - t_2) + i \sin(t_1 - t_2)]$
  - $\sqrt[n]{z} \Rightarrow z_k = \sqrt[n]{r} (\cos \frac{t + 2k\pi}{n} + i \sin \frac{t + 2k\pi}{n})$
  - $f = (x+1)(x^2 - \frac{1+\sqrt{5}}{2}x + 1)(x^2 - \frac{1-\sqrt{5}}{2}x + 1)$
- Linear Algebra:**
  - System of equations:  $\begin{cases} x + my + 4z = 1 \\ 3x - y + 5z = -4 \\ mx - 5y - z = -5 \end{cases}$
  - Augmented matrix:  $\left( \begin{array}{ccc|c} 1 & m & 4 & 1 \\ 3 & -1 & 5 & -4 \\ m & -5 & -1 & -5 \end{array} \right)$
  - Row reduction steps and determinant calculation:  $\Delta = \begin{vmatrix} 1 & m & 4 \\ 3 & -1 & 5 \\ m & -5 & -1 \end{vmatrix} = (1-6m+5m^2) - (4m-25-3m) - 5(1-5m+3m)$
- Trigonometry:**
  - Law of Cosines:  $a^2 = b^2 + c^2 - 2bc \cos A$
  - Law of Sines:  $\frac{a}{\sin A} = \frac{b}{\sin B} = \frac{c}{\sin C}$
  - Area of triangle:  $S = \frac{1}{2}bc \sin A$
- Calculus:**
  - Quadratic equation:  $x^2 - 5x + 6 = 0 \Rightarrow x_1 = 2, x_2 = 3$
  - Logarithmic equation:  $\log(x^2 + 3x - 14) = 2$
  - Quadratic inequality:  $x^2 + 3x - 14 > 0$
  - Integration:  $\int \frac{1}{x^2 + 3x - 14} dx$
- Geometry:**
  - Triangle ABC with medians AM, BM, CM.
  - Properties of medians:  $AM = \frac{2}{3}AD, BM = \frac{2}{3}BE, CM = \frac{2}{3}CF$
  - Centroid G:  $AG = \frac{2}{3}AM, BG = \frac{2}{3}BM, CG = \frac{2}{3}CM$
  - Area of triangle formed by medians:  $S_{\triangle ABC} = 4S_{\triangle GBC}$
- Other:**
  - Binomial expansion:  $(x+y)^n = \sum_{k=0}^n \binom{n}{k} x^k y^{n-k}$
  - Binomial theorem:  $(a+b)^n = \sum_{k=0}^n \binom{n}{k} a^k b^{n-k}$
  - Binomial coefficients:  $\binom{n}{k} = \frac{n!}{k!(n-k)!}$
  - Binomial expansion of  $(x^2 - 5x + 6)^2$



# Questions





# Parting thought

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***“Even if you are on the right track,  
you’ll get run over if you just sit there.”***

**- Will Rogers**





## SMART Business Solutions

Level 1, 328 Main Street  
Mornington VIC 3931

Phone +61 (3) 5911 7000

reception@smartbusinesssolutions.com.au



[www.smartbusinesssolutions.com.au](http://www.smartbusinesssolutions.com.au)



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