

So you need a business consultant?

The decision to appoint a business consultant is one that business owners labour over. The term consultant can strike fear in the heart. The perception of a business consultant is often influenced by what we see in the movies, a Wall Street executive, dressed in a designer suit, degree from a prestigious college and a know it all. They storm in like a whirlwind, turn the owner's world upside down, deliver their recommendations and leave. The owner is left to clean up the carnage. Oh, did I forget the high fees that you need a second mortgage to pay?

Fortunately, this need not be the reality. At realbalance our focus is on the business owner. We are committed to work with you to improve your business so that you maximise your opportunities. We will meet with you and your staff and discuss your business in detail so we get a complete picture of the business. We prefer talking with your staff on the shop floor, not in an interview format. We will work with you and your team as if we are on staff.

Our objective for the meetings is to form a clear picture of your business. We want to learn about your products, the markets you operate in, your staff and how they work, how decisions are made and how they are implemented. We aim to learn as much about your business as possible.

Whilst we are learning about your business you also have some homework.

As is the case with any project you need to set goals, you must understand what it is that you want to achieve from the engagement. You may be aware that something in your business needs attention but you need help to identify what the problem is or you may know exactly what the problem is but need help to implement the solution. Regardless of the issue our team will work through all the factors and will arrive at a solution that fits your business.

The reasons for working with a consultant are many and varied. The key however is to understand what you are trying to achieve from the engagement. You must know your outcome and you must be open to suggestions and be committed to the solution.

To assist you in formulating your goals and objectives we have created a checklist of issues that are important to achieve a successful outcome for you. This checklist is a list of questions that encourages you to delve deep into your business. These questions help you understand where we need to focus our attention.



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business consulting

Why are you considering a consultant?

- ⓑ Why have you decided to appoint a business consultant?
- ⓑ What issues exist in the business? Are they;
 - ⓑ Staff / Skills related?
 - ⓑ System related?
 - ⓑ Structural issues?
 - ⓑ Strategy related? (sales/market/cost base)
 - ⓑ Shared culture related?
 - ⓑ Is the manager the problem?

What is your motivation?

- ⓑ What is your motivation for change?
- ⓑ Are you and your staff motivated for change?
- ⓑ Are you prepared for the long haul, successful change may take time?
- ⓑ What do you want to see as an end result?

How will the process be conducted?

- ⓑ How will your staff be consulted on the process?
- ⓑ How will your staff be engaged in the process?
- ⓑ How will your staff be involved in the implementation?

How will you manage the recommendations?

- ⓑ What recommendations have been formulated?
- ⓑ How are they to be implemented?
- ⓑ How are they to be communicated?
- ⓑ What involvement will your consultant have in the implementation?

How will the performance of the consulting process be measured?

- ⓑ What performance benchmarks are in place?
- ⓑ What time frame has been set for implementation?

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