

**BUILDING A BETTER BUSINESS
FCANZ CONFERENCE
NEW PLYMOUTH**

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August 23

Agenda

- Session 1. Your People & Your Place
 - Workshop: Reward & recognition
- Session 2. Business resilience
 - Workshop: The subject of price



Session 1:

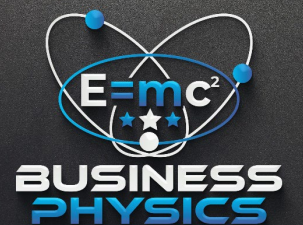
- Having a great team
- Respected in the community you are in
- Valued member of the teams you are working for (eg: farmers, developers, councils, DOC etc etc)
- Current challenges:
 - Retaining and finding staff
 - Keeping compliant



Leadership is not about being in charge.

Leadership is about taking care of those
in your charge.

Simon Sinek

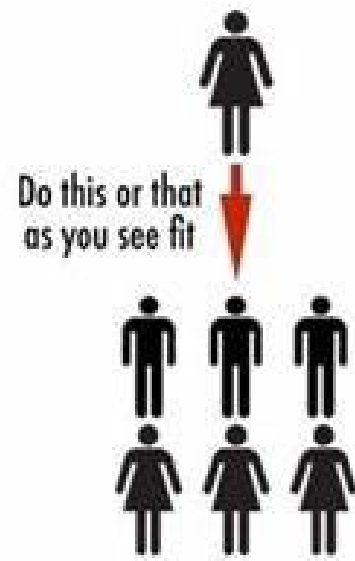


Management Styles

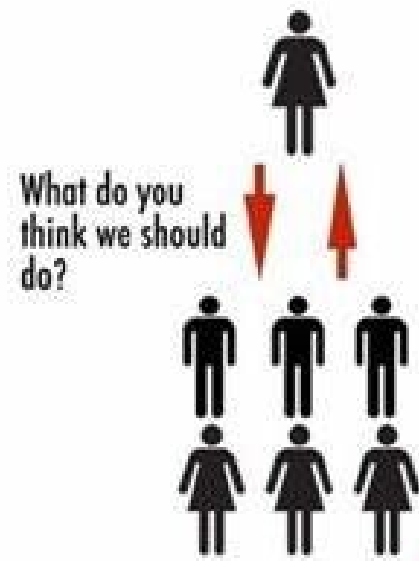
Autocratic



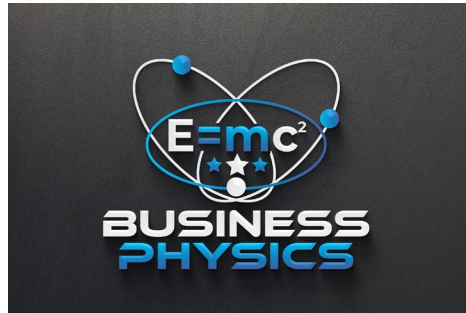
Laissez-faire



Democratic



www.RedShoeMovement.com



Style &
Culture

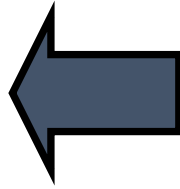
Teams working to
common goals

Feeling that somebody
needs to make a decision

My way or the highway....

WHO DO YOU HAVE IN YOUR TEAM?

Become
disengaged so
leave.

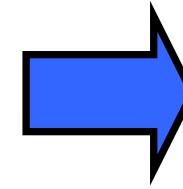


Workers

Knuckle down
and get on with it.
Always reliable
Gets things done.

Shirkers

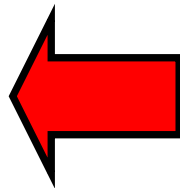
Just do enough to
stay under the
radar. Work fills in
available time.



Now need to step
up to do work.

So they leave.

Do you want
these types in
your team.

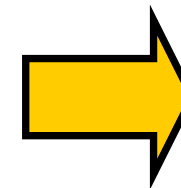


Mutineers

Moan quietly
about the job.
Recruit other
mutineers.

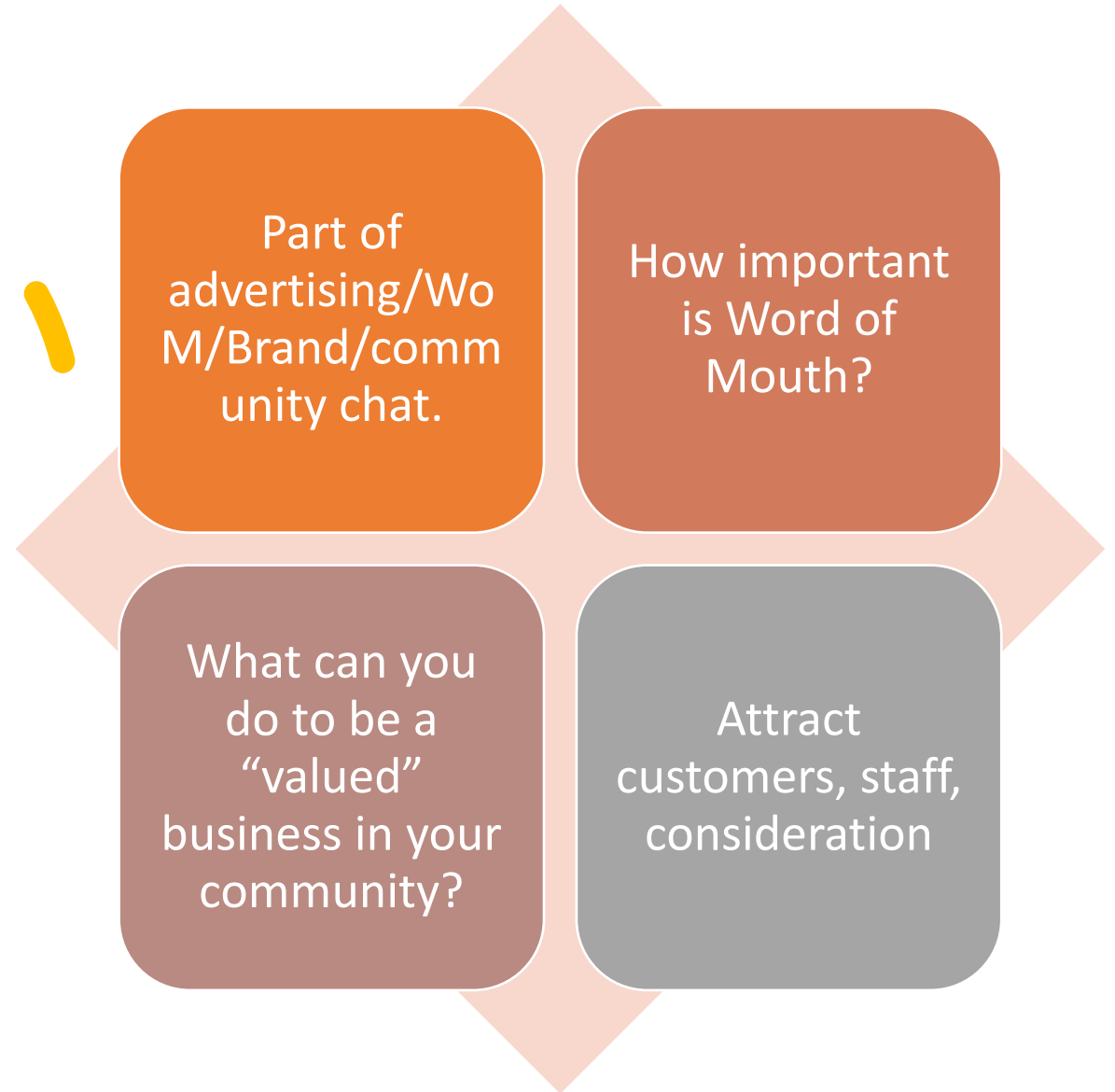
Terrorists

Moan to everyone
internal & external
Destructive.



Hardly great for
the culture or
your future.

Community



Where do you fit?

Understand the role you play

Who precedes and who follows a job

What "value" do you add?

Not just fencing

Increase value/production

Land use
(stock/people/pests in/out)

Beauty/aesthetics

Workshop 1. Reward & recognition- engaging with your staff

What
motivates
your staff??

Why do they
leave?

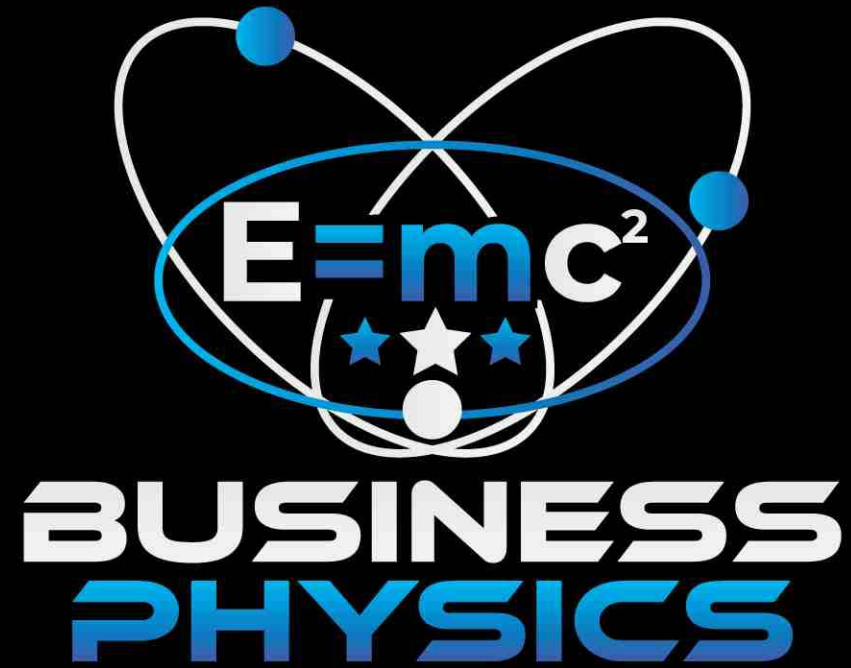
How do you
find them?

What attracts
them to the
industry?

How do you
take care of
those in your
charge?

Reward & Recognition





THANK YOU

Session 2: Creating a bulletproof business



How to create a more profitable business that is easier to manage and more valuable for sale



Become a little more bulletproof in any economic environment



Understanding margins, mark-ups and charge-out rates



Tips for managing cashflow

Business Value

It is something you do every day

Business sale vs Retirement

What are they buying vs what are you selling

Lets kick a few tyres!

Stock, Plant & GOODWILL

Supply/Demand

Goodwill

All about the future

Future Profits

The phone rings on Monday

Willing buyer & vendor

Think about the intangibles

Database

Reputation

Online!

Bulletproof

It will come AND go

Mechanics of business

Cash is KING

Fail fast

Systems.....

Compliance

A Cost and a Curse--Or NOT

Can compliance be proactive

Not just H&S

Perfect to systemise

Adds value

If it's a chore-WHY?

Cashflow

Your business needs every cent

Tax is not a surprise

Seasonal-Probably

Cashflow and profit are different!

The Business can pay for it!

Capital purchases

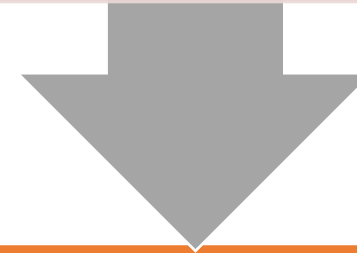
NOTE:

This next section is not about:

Price fixing

Collusion

Market
manipulation



All of which are anti
competitive and illegal.

Margins,
Mark-ups,
Charge Out
rates

Gross Profit Margin

Net Profit Margin

Mark Up

Cost of capital

Risk

Return on Investment

Number Relationships

Gross Margin
(Gross Profit Margin)

• Sales - Gross Profit


Net Profit Margin

• Sales - Net profit

Mark up

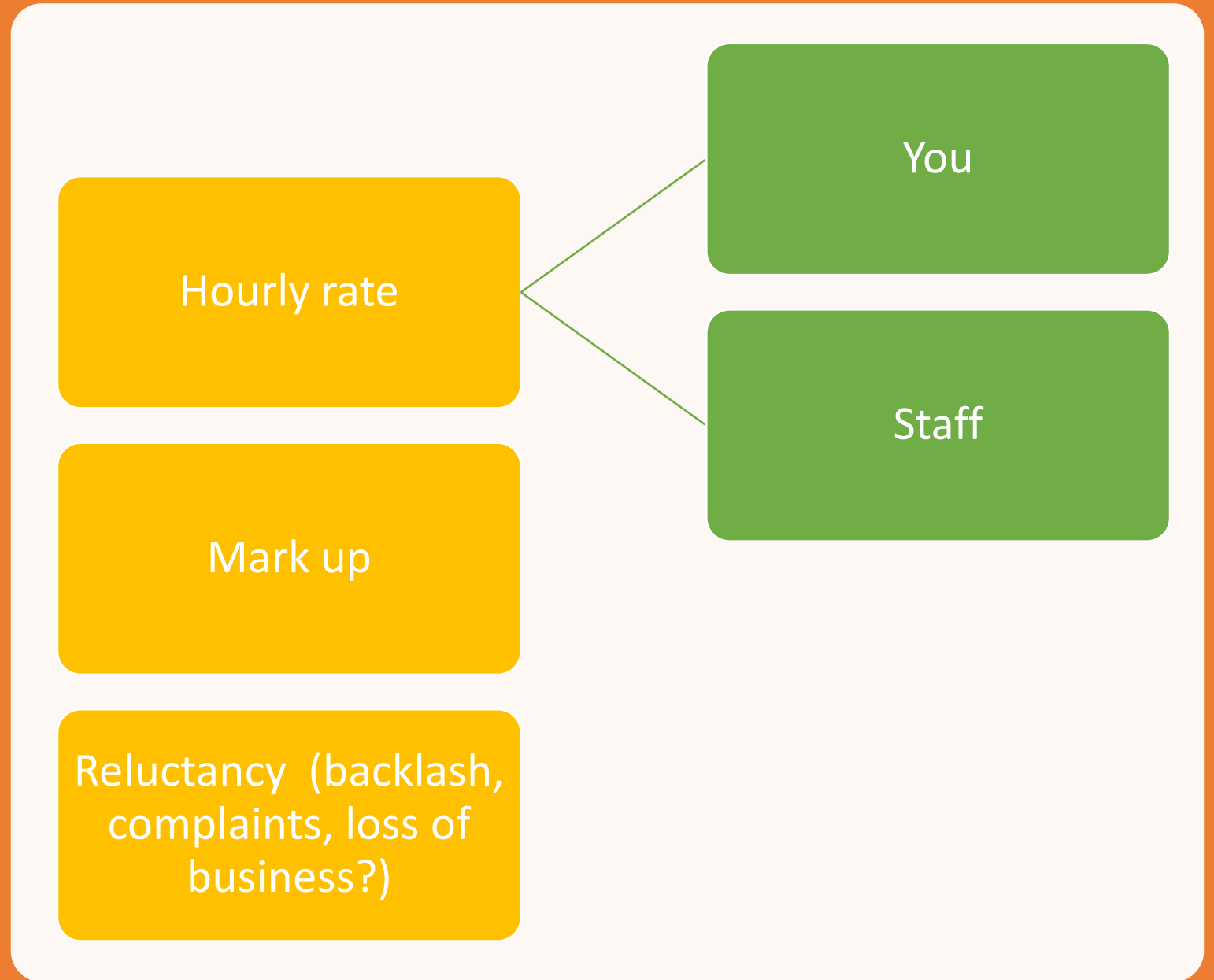
• Purchase price -
Sale price

Charge out Rate

- Same for all? Or not?
- Recovery of everything that goes into the job (Free nails)
- Timekeeping
- Travel
- Price of inputs 
- Assets employed
- Last reviewed
- What's holding you back?



Pricing Review



Workshop 2.

Pricing

(The how not the what)

Have you had price increases imposed on you-
YES

When did you last review your pricing?

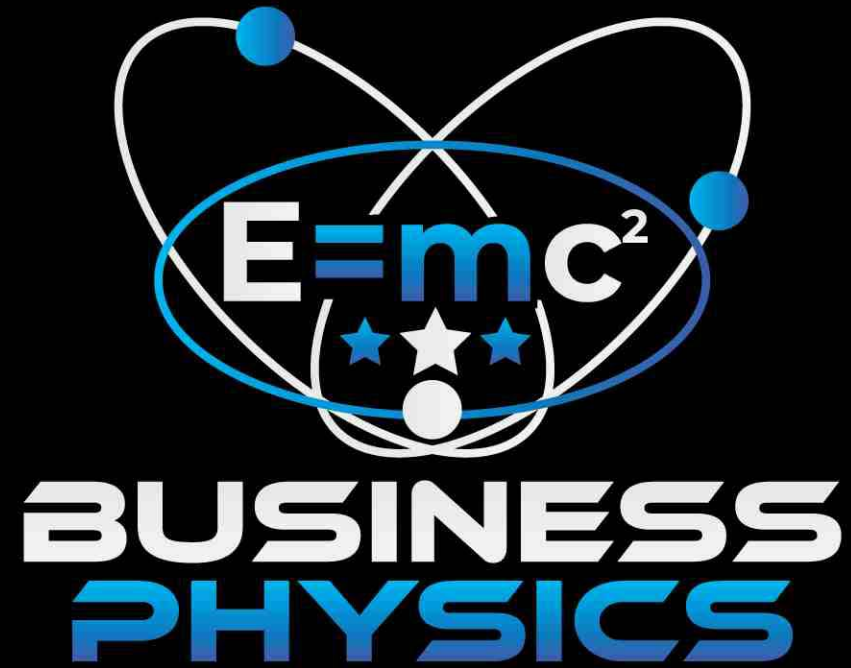
How do you implement the change?

How do you communicate the change?

Will you get complaints or backlash?

What gets
measured
gets managed
and done





THANK YOU