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Birdwing Business Solutions Business Improvement Programme

BBS can offer ad hoc help with specific issues or a full programme which will add structure, systems and measurement to your business, increasing profitability and efficiency and giving owners and managers more tools and skills to grow their business more profitably.

The programme consists of six core modules:

1. Strategy

We begin with a strategic workshop – a whole day look at the owners and managers, why you are in business and what you want out of the business; we then link this to the actual business and its performance, working through the main parts of a basic strategic plan, outlining what is good and bad, where the opportunities are and identifying the major strategies for the next 3 to 5 years.

Following on from this and depending on the size of the company, we may hold further workshops with managers and staff, to present the major strategies and get their thoughts and input on the direction the company is moving in. This enables the whole company to feel involved in the on-going process.

2. Planning

Following on from the strategic workshops, we move onto the ongoing planning phase in which we begin work on a detailed strategic business plan developing the ideas developed in phase 1. A strategic plan is like a roadmap for the business and like any map, there may be different possible routes, factors that make us revise our route and even changes in the final destination!

For that reason, the plan must be a living, breathing document, subject to review and revision on a regular basis (we recommend 3 monthly).

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3. Finance

In this module we look at the finance function in the company, how the accounts are managed, the chart of accounts and look at setting financial KPI's for the business to make it easier for owners and managers to get the information they need to manage the company.

4. Administration

The module managers often like the least (!), but one of the most important to add real value to your business. In this module we look at the processes used to run the business in every department and begin to write procedures for them. The intent is not to stifle creativity, individualism and fun, but to make sure that the critical processes of the business are carried out in a standardized fashion and can be quality controlled.

Documentation of processes within the business helps everyone have accountability and has huge advantages in training, quality and adding value in the event of a business sale.

5. KPI's

We will by this stage already be working towards identifying some performance indicators for parts of the business and we now formalize this by ensuring that we are looking at the right ones and identifying the key ones in all areas and functions. KPI's allow everyone in the company to see how well they are doing and for management, having the right KPI's enables quick and easy reviews of what is going right and wrong within the business.

6. Management Reporting

In the final module, we aim to ensure that we pull together the elements in the previous modules (some of which will be ongoing) and set the structure for monthly management meetings which examine the critical KPI's and reports from within the company using the time to address only the issues that need addressing.

Many clients like to carry on with regular contact after this programme either on an ad hoc or regular basis; we can also work with companies on specific sales and marketing issues.