

Balancing Act

Building Business & Realising Vision

Issue 4
May 2009 Newsletter



www.mcsbalance.com.au

To advertise, ask questions or to subscribe or unsubscribe to this newsletter please email: mark@mcsbalance.com.au

The Clear View

'Attitude verses Ineptitude'



On a recent visit to the sunny Isles of New Zealand, a country well & truly in recession, I was struck by the positive driver of attitude in approach to business & tourism! In many ways, it was the decision between my conference group leaving our hard-earned at the register or not. The businesses & people either took the attitude of 'how do I make this work' or dismissed an opportunity to make more profit. One high profile conference venue lost countless dollars of business by being inflexible, having unmotivated staff & a poor attitude to service levels. Some places earn their right to go backwards! (NZ is a great country to visit & if you visit the Auckland harbour & see the Super Yachts, one might think 'what recession?')

Some of the businesses I am working with are taking the same view – how can I make this current market situation work? They are monitoring the business data & are coming up with the same answers:

- People are staying at home & doing things for themselves
- People are used to a lifestyle and are willing to compromise on the price but not the activity
- The Government is investing in training for existing & potential workers

So what does this mean to you? Does your marketing & product range allow your customers to 'save' by doing the job themselves or by making it easier to offset / pay the cost? Do you have price points in your ranges? A vibrant & high quality private label that delivers profit to you & savings to the consumer? Can you give people the same experience by bundling products / services to provide value for money?

Are you keeping ahold of key people by accessing & utilising the range of government training incentives? Are you able to attract new workers through these very same schemes? It costs you time & some effort but will it pay off in the long run & will you not be better positioned for when the market does turn?

By the way, alot of the industries are not going backwards in this current market – they are moving forward or are maintaining their position, concentrating on growing their business & not listening to the media doomsayers who work against the attitude of all Australians – the 'how do I make this work' attitude that is driving the real economy onwards.

Any subscriber that wishes to contribute to Balancing Act, can contact me directly on mark@mcsbalance.com.au or 0433 252 483.

Check out all the latest community event information for the Mater Children's fundraising events:

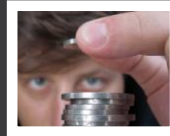
- Mater 500 Golf Day @ 17th May
- A Touch of Blue Cocktail Party @ 16th May

Check out www.materfoundation.com.au to find out more or to donate today – they have an awesome online store!



The Industry View

INTERVIEW with Steve Kranas - NetFin



Have you noticed that the slightest excess on your overdraft is jumped on? That your applications for finance appear to be greeted with some scepticism and concern that your need for funds is due more to poor profitability than to the expansion of your business? If you have then you are not alone!

For the past 2 years Australian business has been experiencing global economic prosperity. However based on recent events we are now experiencing a "Credit Squeeze". We are now at a stage in the banking cycle when the Credit Managers rule supreme. It isn't that somebody changed the rules and forgot to tell anyone, they are just choosing to enforce them.

Banks like most public companies are guided by shareholder need for high returns and low risk. In times of economic buoyancy Marketing Managers within banks are given their heads to develop products and bring on business. When the picture of the economy is not so bright, Credit Managers are told to protect the banks existing position and view with scepticism clients wishing to swap from one bank to another.

Business accepts cyclical change within the economy, their specific industry and within world markets. They understand these cycles and have learnt to make adjustments and work within the different stages of the cycle. But many do not understand, nor are prepared for the changes that confront them during a cyclical change within the banking environment.

Financiers suddenly enforce credit guidelines that have been in existence since Adam was a boy and business people are left with serious cashflow problems. But is the bank at fault asking the client to operate within their overdraft? Or is the client at fault for not telling the bank that the overdraft is insufficient?

The answer I'm sad to say is both. Bank Managers are under increasing pressure to produce more and more with less and less. They are expected to meet sales targets whilst maintaining the highest credit ratings. They simply don't have time to understand their clients and more importantly their clients business. Clients have become suspicious of banks and wary of providing complete information for fear of having their credit lines withdrawn.

For there to be effective business growth within Australia, financiers and their clients MUST talk. We must return to a position where there is open and honest communication regarding bank credit policies and the financial health of a clients business. If this were a doctor patient relationship, where would we be if the patient hid their symptoms and the doctors withheld the cure?

The first step to riding out the credit squeeze is to understand the financial needs of your business. The next is to communicate those needs to your bankers within a business plan supported by cashflows. If you need funds to expand tell your bank. If you need funds because you are experiencing losses then have a plan to rectify the situation identified before you speak to your bankers.

The second step is for financiers to listen, ask questions and more importantly understand what their clients need. We are all human and we make mistakes, but as chastising a child for tripping whilst trying to walk will prevent their growth, so to will clamping down on a business simply because it asks for a financier's assistance. Two-way communication between financiers and business is the only solution that will actually negate the need for a credit squeeze.

For financing solutions delivered with exceptional customer service for your business you can talk to us on 1300 638 346. We provide Business Solutions for:

- Finance,
- Superannuation,
- Insurance
- Eftpos

www.netfin.com.au

NETFIN
A member of the Guild Group

Profile Perspective

Name: Damian Milo

Job: Professional Speaker & Educator



What does your business do?

By the age of 33 I had an award winning landscaping company and a career that included everything from being a Detective in the Police Force to a rock climbing instructor. I was in the top 5% of the population for fitness... and then had a heart attack.

Question: What was the lesson he learnt from the heart attack?

Answer: LIVE WITH INTENTION!!

Damian is a leading behaviour modification expert. He uses Music, and Adrenaline as an applied science, coupled with some profound ancient knowledge to shift state and modify behaviour.

I help you figure out what you want in life and then I help you get it quicker than you would have gotten it on your own

What do you enjoy about your work?

Living out of a suitcase and meeting people from all walks of life, all over the world! But what I enjoy most about what I do is helping people find their path and then giving them the tools to get what they want sooner than they may have on their own. In a nutshell: "I give people the knowledge and tools to get what they want faster".

Greatest Career Challenge?

My biggest challenge was realising that I needed to make a dramatic life change. It wasn't until I had the heart attack that I got the forceful shove that I needed. Now I live everyday as if it is my last... I'll be right one day and as such do not want to miss out on anything that life has to offer. Also learning the techniques needed to become the best in my field.

Greatest Career Success?

Learning the aforementioned techniques... not the world's best... yet.

What would you say to the PM if you met him?

Have you gotten out of life everything that you hoped for?

Celebrity you are most like?

Stiffler (American Pie)

(Editor: Are you serious? I hope it's the infectious enthusiasm you are talking about!)

Favourite Restaurant?

Any restaurant with a seafood buffet.

Motto or Favourite Quote?

If at first you don't succeed... cheat.

A close second is:

If at first you don't succeed... perhaps parachuting is not the sport for you!!

DAMIAN MILO

EXTREME ACTION...
LIFE FULFILMENT...!!