

BUSINESS OWNERS MAIN BENEFITS CHECK LIST

Some may not apply to a particular business owner, but in the 22 years experience of our more than 4,000 accredited consultant executives, the following benefits have been received by business owners signing onto our Business Support Program (BSP):

COMPANY: _____

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MANAGEMENT AND OPERATION:

- 1.1. 192 hours per year / a long term relationship:
- 1.2. A 20+ year track record of success in supporting Small & Medium Size businesses:
- 1.3. A good sounding board, someone to bounce and share questions and ideas with:
- 1.4. A light at the end of the tunnel, and sometimes the exit of the tunnel itself:
- 1.5. A listening ear:
- 1.6. A partner that is continually checking that you are not missing opportunities:
- 1.7. A proof leader:
- 1.8. A structured and controlled approach to the project ensuring process controls takes away the emotional aspects of the task:
- 1.9. A tool against complacency and conceit in business before it is too late.
- 1.10. A trusted business advisor:
- 1.11. Ability to focus on leadership and building a positive spiral:
- 1.12. Ability to have some one who can stand back and see the wood from the trees:
- 1.13. Access to all specializations and every discipline in business:
- 1.14. Access to experts for virtually 99% of their needs:
- 1.15. Access to information about the problems facing small businesses across the globe:
- 1.16. Access to new ideas, opportunities, solutions, markets, partnerships via the international network:
- 1.17. Access to specialist non-executive director:
- 1.18. Addressing at a time, any one of the issues raised:
- 1.19. Advice has no hidden strings attached and it is an independent view:
- 1.20. Adviser / ally whom the owner can confide in confidential issues that affect the business / staff:
- 1.21. Advising how to read a business plan and discover what's behind it:
- 1.22. Agility and flexibility, whatever your issue:
- 1.23. All solutions under one roof - one stop shop:
- 1.24. Allow owner to have a much clearer future:
- 1.25. Allow the business owner to better focus his attention:
- 1.26. An additional management resource:
- 1.27. An external partner sitting inside:
- 1.28. An independent third party view:
- 1.29. An outside giving an objective view of the company's position, direction, goals, and viability:
- 1.30. An unbiased mentor / advisor to discuss problems and risks with:
- 1.31. Assist with the organisation of day to day problems:
- 1.32. Audit of key performance indicators:
- 1.33. Be available when a crises arises:
- 1.34. Better stakeholder relations:
- 1.35. Better understanding of the business and the issues:

- 1.36. Bringing the business to the next level (whatever the owner might envision):
- 1.37. Building strategic advantage:
- 1.38. Burden of leadership is shared:
- 1.39. Business alignment:
- 1.40. Business cases for programmes, projects and systems are developed robustly:
- 1.41. Business reporting structure:
- 1.42. Capability platform (the capacity to compete successfully):
- 1.43. Capacity to address any issue - strategic or operational through one network:
- 1.44. Challenges the comfort zone:
- 1.45. Challenging inertia:
- 1.46. Check lists:
 - 1.46.1. Benefits:
 - 1.46.2. Problems:
- 1.47. Choice between advice / guidance and / or hands on implementation.
- 1.48. Confidentiality (IIB Code of Ethics):
- 1.49. Consistent structured approach and effort towards solving their most pressing problems:
- 1.50. Constructive criticism with positive ideas and real solutions:
- 1.51. Contingency plan:
- 1.52. Continuity in the support (month after month; year after year):
- 1.53. Converting dreams to reality:
- 1.54. Coordinate the interdependencies between projects:
- 1.55. Covering all functional areas:
- 1.56. Decreased level of exposure and risk:
- 1.57. Defined course of action:
- 1.58. Early identification of problems to allow for proactive not reactive management:
- 1.59. Elevating status of business with an additional director (although "non-executive"):
- 1.60. Enable company to achieve its potential:
- 1.61. Experience in small & large companies:
- 1.62. Experienced change agent who knows how to facilitate change in orderly and non-disruptive manner:
- 1.63. Facing and removing fears:
- 1.64. Filling the management gap:
- 1.65. Fresh ideas to the business:
- 1.66. Gaining a virtual board of directors:
- 1.67. Global thinking:
- 1.68. Good management information:
- 1.69. Greater feeling of control:
- 1.70. Greater peace of mind:
- 1.71. Greater sense of his own strengths and weaknesses:

- 1.72. Hand-on execution by high level executives who 'have done it before':
- 1.73. Hands on assistance:
- 1.74. Hands on help - not just a thick consultants report:
- 1.75. Identify, assess and manage project risks:
- 1.76. Identifying areas of improvement:
- 1.77. Implementation of strategy:
- 1.78. Implementing solutions with business owners:
- 1.79. Innovative thinker:
- 1.80. Issues can be dealt with before they become problems:
- 1.81. Key help when the 'unexpected' happens:
- 1.82. Less "having to put out fires":
- 1.83. Leveraging the global network:
- 1.84. Local, consistent support:
- 1.85. Looking for strategic and positioning advantages:
- 1.86. Makes the business owner think in a deeper way:
- 1.87. Manage business uncertainty:
- 1.88. Manage growth:
- 1.89. Manage strategic change:
- 1.90. Mature business executives:
- 1.91. Business owner will be encouraged to attempt tasks that would otherwise be left for another day if at all:
- 1.92. Business owners involved with the IIB have an opportunity to keep their skills fresh and up to date:
- 1.93. Business owners are often overwhelmed by the day to day pressures of running their business. They need someone who can carry their heavy suitcase for them:
- 1.94. Meetings can always be rescheduled very easily:
- 1.95. More motivation:
- 1.96. More than **80,000 years** of cumulative business management experience (4,000 x 20 years average management experience per expert)
- 1.97. No bad surprises:
- 1.98. Non - interrupted business improvement (no huge task force):
- 1.99. Opportunities are taken before they are missed through lack of time, energy, people or expertise in the usual business running:
- 1.100. Opportunity to assess the use of a consultant – business adviser at no charge:
- 1.101. Options for changing the shape of the business:
- 1.102. Organization strength:
- 1.103. Performance measures are defined, implemented and communicated:
- 1.104. Portfolio of opportunities:
- 1.105. Practical advice that works:
- 1.106. Practically immediate answers provided by the network:
- 1.107. Pragmatic solutions:

- 1.108. Processes improvements:
- 1.109. Professional 2nd opinion:
- 1.110. Project objectives are linked to the aims of the organisation:
- 1.111. Protecting business owner's against pitfalls:
- 1.112. Provide a better link between existing business owners:
- 1.113. Provide business focus:
- 1.114. Reading & researching for the business owner:
- 1.115. Receiving advice and support:
- 1.116. Receiving advice that is practical and not emotional:
- 1.117. Reduce crises:
- 1.118. Reduce workload of owner:
- 1.119. Reduced complaints, internal and external:
- 1.120. Reduced conflicts, internal and external:
- 1.121. Resource planning, forecasting and scheduling carried out more effectively:
- 1.122. Restructuring of the business:
- 1.123. Review programmes and projects either at key review points, as they proceed or after completion:
- 1.124. Re-vitalised business:
- 1.125. Seizing opportunities:
- 1.126. Solutions to problems (known and unknown!):
- 1.127. Some one to take up the slack during high press times when the business owner feels he has had enough:
- 1.128. Someone to call in the evening or on Sunday, so that the owner can sleep better:
- 1.129. Someone who may say "no" when it might be convenient:
- 1.130. Someone who will say "yes" only when it is meaningful:
- 1.131. Someone to validate information, explore possibilities with:
- 1.132. Someone who has the position, experience, and courage to tell the owner when something is wrong, when no one else will:
- 1.133. Sound planning for growth of the business:
- 1.134. Specialist support as required from other associates:
- 1.135. Strategic thinking, also long term strategic capacity:
- 1.136. Strategies to change the future shape of the business:
- 1.137. Strategy to execution:
- 1.138. Strengthen management:
- 1.139. Structured approach:
- 1.140. Success strategies put into place:
- 1.141. Support to keep focussing efforts on strategic issues (not getting bogged down by operational issues):
- 1.142. Tailored business strategy development:
- 1.143. Taking on any task:

- 1.144. The focus is on what the business owner wants and wishes for their business. The experts do not go in with preconceived perceptions. The focus is entirely on them.
- 1.145. The IIB focuses on small and medium businesses which is an underserved market in the world of consulting.
- 1.146. The person advising has personal experience in the proposal:
- 1.147. Translate business objectives into cohesive and practical programmes of work:
- 1.148. Troubleshooting skills:
- 1.149. Unlike the detailed written reports, which are common outcomes of using traditional companies, the objective of IIB experts are to work with the business owner side by side, taking actions and getting results for the business owner:
- 1.150. Updating:
 - 1.150.1. Administrative systems:
 - 1.150.2. Business plan:
 - 1.150.3. Objectives:
 - 1.150.4. Procedures:
- 1.151. Use of tried and tested best practice and methodologies rather than re-invent the wheel:

2. ECONOMIC & FINANCIAL MANAGEMENT:

- 2.1. 3 times what the business owner pays s/he gets back in benefits (monetary)
- 2.2. A real revenue generator before 4 months are out:
- 2.3. Access to a pool of specialist experience for the cost of a secretary / clerk:
- 2.4. Access to an incredible network of professional, seasoned business persons who can add revenue and reduce expenses:
- 2.5. Access to expertise traditionally reserved for the big corp. boys:
- 2.6. Accountability in that client can terminate contract at any time if not pleased with results:
- 2.7. Assure survival:
- 2.8. Avoid bypassing major opportunities:
- 2.9. Best rate loans and deposits.
- 2.10. Better bottom line profitability:
- 2.11. Business angel to look after them:
- 2.12. Business growth:
- 2.13. Business re-financed:
- 2.14. Business resource:
- 2.15. Business sold:
- 2.16. Cost effective expertise at a rate business owner can afford and budget for:
- 2.17. Costs reductions:
- 2.18. Define and manage the realization of measurable business benefits:
- 2.19. Early warning system:
- 2.20. Eliminate guesswork regarding profitability and allow for better cash flow:

- 2.21. Exit strategy preparation and implementation:
- 2.22. Expense reduction analysis:
- 2.23. Feasibility studies are conducted reliably:
- 2.24. Fixed monthly retainer / a known, controlled cost:
- 2.25. Free initial consultation & diagnosis:
- 2.26. High rate of return for investment in BSP:
- 2.27. Higher and improves profitability:
- 2.28. Improve bank relationships:
- 2.29. Improve costs and expenses control:
- 2.30. Improve financial & tax planning:
- 2.31. Improve financial controls:
- 2.32. Improved cash flow:
- 2.33. Improved net asset value:
- 2.34. Improved system of checks & balances in place:
- 2.35. Increase owner's personal net worth and income:
- 2.36. Increased business stability:
- 2.37. Lower monthly debt service, without the loss of any customer:
- 2.38. Business owner can exchange experts without hassle and no extra cost if s/he does not like the first expert:
- 2.39. Ongoing "24 x 7" support by phone and e-mail **at no extra cost:**
- 2.40. Somebody who can explain to the business owner, what management accounts tell and show:
- 2.41. Somebody who can talk to banks, financial people and accountants:
- 2.42. Study of the removal of unprofitable clients:
- 2.43. Survival tactics:
- 2.44. Taxation analysis:

3. MANAGEMENT OF HUMAN RESOURCES:

- 3.1. Assistance in retaining key personnel:
- 3.2. Audit of management / middle management
- 3.3. Audit of staff motivation:
- 3.4. Better staff relations:
- 3.5. Changing the functions of the business - vertical integration - doing as little as possible:
- 3.6. Coaching assistance:
- 3.7. Dealing with the "human element" problems that come up during re-organization, mergers, or changing of owners:
- 3.8. Develop sound responsibilities and accountabilities within the organization:
- 3.9. Develop trust:
- 3.10. Drive programmes and projects with energy and enthusiasm:

- 3.11. Facilitate project team communication and cooperation to create high-performance teams:
- 3.12. Free of internal politics:
- 3.13. Happier and more productive workforce:
- 3.14. Improved job satisfaction:
- 3.15. Improved teamwork:
- 3.16. Increased commitment:
- 3.17. Increased efficiency:
- 3.18. Increased general satisfaction:
- 3.19. Management of human resources from "A" to "Z":
- 3.20. Organization development and restructuring to improve communication:
- 3.21. Organization of meetings:
- 3.22. Personnel selection:
- 3.23. Skills assessed & training delivered:
- 3.24. Someone to sound out the people in the company re the introduction of changes that the business owner would like to introduce but would like to get floor feed back first:
- 3.25. Updating responsibilities sheets:

4. MANAGEMENT OF TECHNOLOGY OF THE INFORMATION AND COMMUNICATIONS (T. I. C.):

- 4.1. Audit of all existing installations (hardware and software):
- 4.2. Audit of communications:
- 4.3. Keeping up with new technology:

5. MARKETING MANAGEMENT:

- 5.1. A representative for the business owner to handle VIP guests with class, education and entertainment:
- 5.2. Allow business owner more time for marketing and sales:
- 5.3. Changing customer preferences:
- 5.4. Develop new distribution channels:
- 5.5. Fairs organization (national and international):
- 5.6. Finding customer needs and preferences:
- 5.7. Identify and penetrate new target customers and geographic markets:
- 5.8. Institutional relationship:
- 5.9. International exposure:
- 5.10. Marketing mix audit:
- 5.11. Marketing planning:
- 5.12. Moving into foreign markets where IIB associates are working:

- 5.13. Overview of changing customer needs:
- 5.14. Products/market shifts:
- 5.15. Solving the impact of multi-nationals:
- 5.16. Someone who can discretely monitor business owner's competitors:

6. PRODUCTION MANAGEMENT:

- 6.1. Brainstorming assistance:
- 6.2. Broadening the products and markets of the business (horizontal integration):
- 6.3. Capacity analysis and planning:
- 6.4. Development of new products:
- 6.5. Development or introduction of exporting:
- 6.6. Equipment requirements planning and acquisition:
- 6.7. Growth in demand – industry life cycle:
- 6.8. Improve efficiency and throughput:
- 6.9. Improved production processes:
- 6.10. Technology assessment:

7. PURCHASING MANAGEMENT:

- 7.1. Improved planning and sourcing:
- 7.2. Improved purchasing network:
- 7.3. J.I.T. inventory:
- 7.4. Use of economy of scale:

8. SALES MANAGEMENT:

- 8.1. Better client relations:
- 8.2. Customer sales incentive programmes
- 8.3. E-business strategy:
- 8.4. Getting more and losing less clients:
- 8.5. Higher sales in all segments:
- 8.6. Improve vendor relationship:
- 8.7. Improving customer service:
- 8.8. Increase repeat & referral sales:
- 8.9. Integral sales programme:
- 8.10. Sales planning / sales policies:
- 8.11. Sales staff incentive programmes:

9. DEVELOPMENT:

- 9.1. Branches:
- 9.2. Development opportunity:
- 9.3. International trusted contacts for import / export / toll manufacturing:
- 9.4. Joint Ventures:
- 9.5. Mergers and Acquisitions:
- 9.6. Strategic Alliances:

10. FRANCHISING:

- 10.1. Franchising planning from A to Z:

11. HEALTH & SAFETY:

- 11.1. Health & Safety planning from A TO Z:
- 11.2. Prevention and Security:

12. MANAGEMENT SKILLS:

- 12.1. A worldwide database of skills and abilities:
- 12.2. Ability to share knowledge and experience with over 2.000 other associates:
- 12.3. Access to experienced business people with complementary skills to theirs and lots of ideas:
- 12.4. Allow owner to function in position of choice:
- 12.5. Another dimension of thinking and observing:
- 12.6. Assessing valuations and negotiating deals:
- 12.7. Assistance with prioritization:
- 12.8. Benchmarking growth:
- 12.9. Broad base of knowledge in different areas or ability to access knowledge:
- 12.10. Corporate knowledge transposed on business owner:
- 12.11. Full access to all IIB skills & services:
- 12.12. Improvement in general management skills:
- 12.13. Receiving the services and skills of any large and well-reputed consultancy global organization:

13. OUTSOURCING SERVICES:

- 13.1. An understanding of legal regulations they are facing as business owners, meeting these regulations more effectively:
- 13.2. Calling upon the expert to identify and select people and services required, without the hidden cost of time & effort and additional fees in sourcing people and services for his/her business:

13.3. General audit of outsourcing services:

13.4. Suggesting best professionals:

14. PERSONAL AND PROFESSIONALS GOALS (BALANCE):

14.1. "For the first time in a long while, I feel that I am not on my own ":

14.2. Here's a note from a wife: "Thank you so much for finding my husband; I thought I had lost him to the business":

14.3. A business friend (it takes about 6 months to make the transition from "consultant-business adviser" to "business friend"):

14.4. Alleviates the loneliness of the business owner's position:

14.5. Better management frees up time, spending more time with life partners, not business partners:

14.6. Creating time for business owner:

14.7. Family business counselling:

14.8. Family business: continuity to the next generation:

14.9. Improvement in quality of personal life due to improved quality of work life:

14.10. More fun and leisure time!:

14.11. Opportunity to move beyond their issues / problems and return to the aspects of the company that business owner enjoys:

15. QUALITY:

15.1. Better manage the drive, energy and efforts by getting better quality and more accurate 'flight plans' for the business (rather to leaving it to chance):

15.2. Improved quality of management decisions:

15.3. ISO 9.001-2000:

16. RESEARCH, DEVELOPMENT AND INNOVATION (R+D+I):

16.1. Brainstorming development in the company:

16.2. Ideas already tried/tested by other business owner's and/or in another countries:

16.3. New and more ideas for improvement:

16.4. New horizons:

16.5. Outstanding brainstorming sessions by the network:

**ALL OF THESE THINGS COMBINE
TO MAKE THIS A UNIQUE PROPOSITION
NOT OFFERED ANYWHERE ELSE OUTSIDE THE IIB**