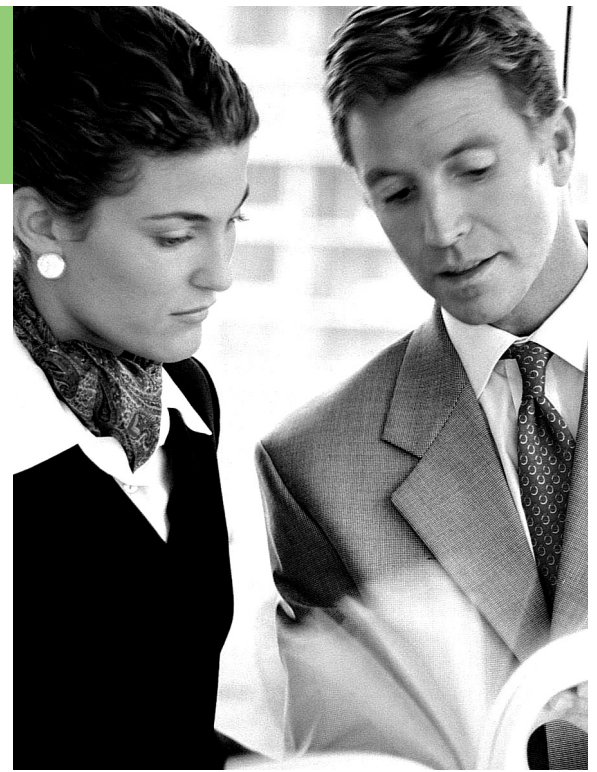


# We can help you achieve both your business and personal goals

As a business owner, we understand you face a lot of challenges. The demands on your time often see you immersed in day-to-day problems, putting out business fires instead of working on the business to improve its strategic and economic value.

Our firm is a member of RAN ONE – an international group of business growth advisors – and we have a very different approach to helping business owners build a more successful business.

In particular, we have a Business Coaching System that can make a significant difference in the profitability and value of your business. We can assist you by taking an advisory role to help you jump-start your business growth and focus on value creation.



### THE BENEFITS AT A GLANCE

- Improve work/life balance
- Get more out of the business
- Reduce personal stress
- Align business with personal goals
- Develop a succession plan
- Build a strong business team
- Work on the business, instead of in it
- Improve business efficiency

### OUR APPROACH

If you're like most business owners, when you went into business you had a vision of what you wanted to achieve – what you wanted out of the business.

Have you realized that vision? Is your personal income meeting your current financial needs?

How effectively can your employees run the business in your absence? Are you comfortable that you have everything in place for when you are ready to transition out of the business?

You don't need us to figure out *where* you want to be. That's easy. The hard part is getting there. Your investment in the business might add up to 10, 15 or even 20 years of personal sacrifice and commitment. Using the RAN ONE Business Coaching System we can help ensure your investment pays off.

Our approach combines strong financial management with soft human elements, taking into account your individual needs as the business owner and the development of your succession team.

### HOW WE CAN ASSIST YOU

The RAN ONE Business Coaching System is a turnkey process that starts with personal goal setting and moves through developing the business strategy, monitoring & reporting, performance improvement and team building.

### GETTING YOUR PRIORITIES IN ORDER

Our starting point is about aligning your business objectives with your personal objectives. In a private consultation, we measure the relative importance of the business to your longer-term financial prosperity and determine the tasks needed to get your personal affairs in order.

This discovery process covers three important areas:

- **Your Personal Finances** – a review of your income, tax, risk management and retirement planning.
- **You and Your Business** – a review of your role in the business, the supporting team, readiness for sale and level of management information.
- **Your Quality of Life** – a review of your health, appetite to continue to drive the business, enjoyment, work/life balance, outside interests and 'life plan'.



# BUSINESS COACHING

"We have developed the Business Coaching system to help you reach your personal and professional goals. With the support of a trained RAN ONE business coach and our proprietary system, you will be on your way to fully realizing your vision."

JIM MCKERLIE – CEO, RAN ONE



## THE NEXT STEP

Business Coaching is not a new phenomenon. However, as professional advisors, we can provide you with business solutions that are grounded in business reality. To find out how we can help you jump-start your business growth, call us today. It might be the most important business call you ever make.

Contact your partner or:

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Eden:  
800.331.4213

 RAN·ONE | member

## KEEPING EVERYTHING ON TRACK

The value of any business strategy depends on its level of implementation. Monitoring & Reporting is at the heart of the RAN ONE Business Coaching System. It offers a combination of financial and non-financial information that we use to keep the business on strategy and if an issue does arise, take corrective action to get the business back on track.

Our commitment doesn't end with the presentation of a report. We follow through and work with you to project-manage the process through actions, responsibilities and timelines for any initiatives identified during this phase of the process. And at all times, you – as the business owner – are actively involved in the process.

## DRIVING UP BUSINESS EFFICIENCY

One of the outcomes of the Monitoring & Reporting process is identifying where the business is not performing to plan. We combine our experience as professional advisors with RAN ONE's best-of-breed software to deal with underperformance by identifying the problem and solving it.

## BUILDING AN ELITE BUSINESS TEAM

Many small businesses are too dependent on the owner, which often limits value, creates stress and acts as a handbrake on business growth.

One of the most powerful elements of the RAN ONE Business Coaching System is the emphasis on TEAM development. To build a successful business you need to develop an elite team. Your team is a fundamental part of your business. A strong team is essential if you want to fully realize your investment particularly if you decide to transition out of the business and want to ensure its ongoing success.