

Time for your business to take the next step to maturity?

Your business
can benefit
from a board
structure...



PACIFIC
GROWTH

Board Support Program
A BUSINESS UNUSUAL® INNOVATION

“This isn’t about short term rapid growth, but rather growing in a strategic way that can be managed and sustained long term.”

*Hon. Tony McGrady MP
Minister for State Development & Innovation*

► governance

Use the board structure to implement 'best practice' and to maintain it at the highest degree of compliance

GOVERNANCE is the core objective of this innovative Board Support Program. The key to its success is the accountability of members on the leadership team. Their commitment to implement growth and sustainability is kept 'top of mind'. It is not a short term assignment. It's a structural and cultural component of the long-term management style of the business.

"Managing a large army is similar to managing a small one."

Sun Tze c. 4th Century BC

► support

Operate with full knowledge that you can depend on the strongest support for the leadership team's decision-making

We take a multi-functional approach to support management for the leadership team. This is done by mentoring senior managers through their responsibilities, duties, and their conduct and function as board members. It's an effective way to grow and manage the business, and at the same time, improve leadership skills.

"Know your strengths. Know your enemy's weaknesses."

Sun Tze c. 4th Century BC



Are you looking to the future and wondering how you will manage growth, retain control and develop a professional leadership team? Then think about introducing a formal Board structure. A Board room culture drives growth, accountability, sustainability and innovation in your business. Successful firms of all sizes use their Board to deliver a competitive advantage, strategic thinking, risk management, and the results expected by the owners.

Your business is successful and growing, and that makes you a candidate for the Pacific Growth Board Support Program.

In brief, this means that you are appointing an independent director as a member of your board. The conditions for growth planning and the framework for the Advisory Board are set during a 2-day Board Induction workshop. This is an opportunity to network, perhaps establish strategic allies, but most importantly, you will become familiar with the Business Unusual tools that drive the program.

Business Unusual applies an 'open source' framework. This means that we can call on a collaboration of specialists such as accountants, bankers, financiers, lawyers, and other professionals to deliver the best advice to the business within a 'Board Room' culture.



Business Unusual works on three levels - 'strategic' for providing vision, values, governance and strategy; 'tactical' for generating sustainability and practical innovation; 'operational' for ensuring that all aspects of the business are synchronised to maximise capability and stability.

Now you are prepared for the creation of your Advisory Board. You will select the key people in your team and appoint them to your Board. We provide you with tools, support and a professional independent director to lead the Advisory Board. This is your business leadership team that will seek innovation, provide direction, monitor performance, ensure compliance, expect accountability, and act on behalf of the owners.



All of Pacific Growth's directors are experienced independent professionals and graduate members of the Australian Institute of Company Directors.

The entire Board Program is structured to grow, maintain, and improve the way you do business. Your leadership has a framework that ensures everyone in your business shares and supports your vision. It delivers a constructive long term 'mainstream' solution for businesses facing the challenges of growing and governing their business.

The advantages of a board room culture are no longer restricted to the multi-nationals. So, take the next step!

▶ innovation

Ensure steady growth and sustainability through innovation at all levels of operation within the business

INNOVATION is a critical factor in the growth management process. The independent director's role is to support the board, to implement best practice, support the leadership team's decision-making, and to innovate the business in terms of achieving growth and sustainability. Issues like compliance, business navigation, risk, and business development are addressed and discussed monthly. Core goals are kept in focus, and taking action is key to achieving agreed targets.

“Good tacticians decide a country's [company's] fate.”

Sun Tze c. 4th Century BC

The Chinese military classic, The Art of War, was written by Sun Tze over 2,000 years ago. Those same principles essential for victory in battle are taught in many military colleges today. The techniques have also been adapted for modern business in the Business Unusual tools.

“Having a Board in our business is something we decided to do because we are doing something right. Our growth targets are being achieved, and it has helped our entire management team to take the next step of business maturity.”

Nick Bredhauer - Carpet Cleaners Warehouse, Sydney

Get one-to-one long term support

for your business. The Board Support Program helps businesses implement a board room culture to deliver the next level of professionalism. The 'drivers' are governance, decision support, and innovation delivered through an independent director in collaboration with specialist professionals. All the tools are proven, simple and systematic. And best of all... There are no contracts, so the choices remain with you.

You should have seen our bank manager's reaction when we told him we'd set up a Board with an independent Chairman. Now he and the accountant come along to a couple of Board meetings a year."

Sue Dunlop - Regional Nursing Solutions, Noosa

The Pacific Growth Board Support Program is about creating:

- A culture of professionalism and accountability in the business,
- Understanding and control for owners, share/stake holders,
- A mechanism for supporting the executive management of the business, and
- An Advisory Board that survives individual personalities.

"Our monthly board meetings keep us on track and hold all of us accountable to what we said we'd do. It is really important to have that independent perspective on the team."

Andrew Burns - Suna Fashion, Brisbane

**CONTACT PACIFIC GROWTH TO DISCUSS THE BOARD SUPPORT PROGRAM,
AND ITS BENEFITS FOR YOUR BUSINESS.**



**PACIFIC
GROWTH**

A BUSINESS UNUSUAL™ FIRM

t: (07) 5448 7533

f: (07) 5448 8599

e: info@pacificgrowth.com.au

w: www.pacificgrowth.com.au



Pacific Growth is a licensed Business Unusual firm. Business Unusual is a registered trademark of Camelon Pty Ltd