

Endeavour Achievers

Unleash Your Business Potential



Are you satisfied with the performance of your business?

When we established Endeavour Capital in 1998, we adopted a tag line of "unleash your potential". Over a decade later and as this tag line is even more relevant. Businesses are subject to unprecedented change and opportunities and the life of an owner and manager is getting harder and faster.

Our ongoing frustrations with how badly prepared many smaller and mid market businesses were when undertaking major business change, whether that change be business sale or succession, drove the establishment of 'Endeavour Achievers', as a division of Endeavour Capital.

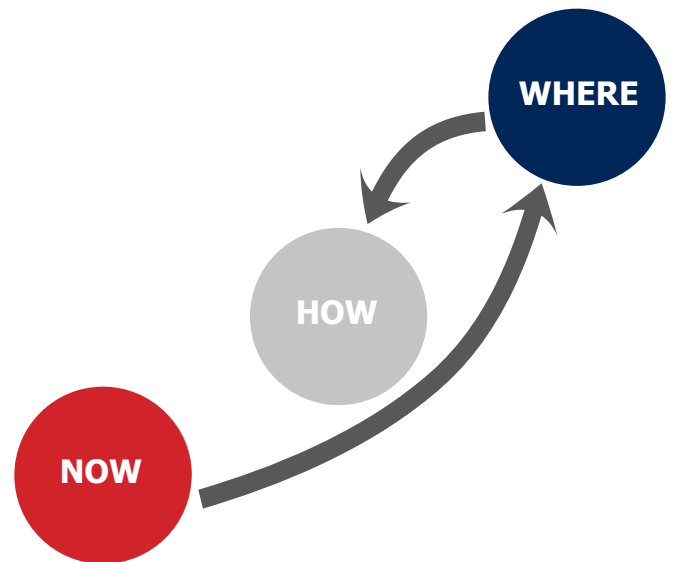
We know first hand that being a business owner or manager can be both a rewarding and sometimes a lonely job. You may have problems and ideas you cannot share with subordinates. Endeavour Achievers works with business leaders to unleash the potential in their business and personal lives. We achieve this by helping our clients develop and implement powerful strategies to address their key growth and profit issues.

There are many business advisors that can help you develop plans and strategies. However, Endeavour Achievers works together with clients to implement and achieve tangible outcomes, not just plans. It is only by successfully implementing your plans that you can unleash the potential in your business.

The process

Endeavour Achievers uses the WHERE, HOW, NOW umbrella process to implement successful change.

- How is your business performing NOW?
- What is your vision for WHERE you want to take your business?
- What are your three key issues as to HOW you will get there?



Process and outcomes

Every business and every challenge is different. Therefore it is imperative to customise an approach to take a business from where it is NOW to WHERE it wants to be. In our experience, a one size fits all approach doesn't work, however a consistent framework can assist in identifying opportunities and challenges, as well as develop ways of addressing the real issues.

Process	Outcomes
<ul style="list-style-type: none"> Diagnostic - How can you know how to get somewhere if you don't know where you are? 	<ul style="list-style-type: none"> What are the real issues? Prioritise issues - Pareto analysis
<ul style="list-style-type: none"> Sustainable Competitive Advantage - A bit cliched, so we prefer to say 'what are you famous for?' 	<ul style="list-style-type: none"> Vision statement Assists in creating a tribal culture in the organisation
<ul style="list-style-type: none"> Strategic Plan - Build a business model on what you are famous for and don't play by other people's rules 	<ul style="list-style-type: none"> One page plan of key tasks, responsibility and time Working on business, not in the business
<ul style="list-style-type: none"> Operating plan - The hard work begins 	<ul style="list-style-type: none"> Series of one page plans of key tasks, responsibility and time What are the gaps?
<ul style="list-style-type: none"> Build Your Team - Business is not a solo activity - surround yourself with the best and invest in training 	<ul style="list-style-type: none"> Analysis of skills and motivation of team Multi level succession planning What are the gaps? Training and needs analysis Delegation and time management
<ul style="list-style-type: none"> Review - Are we still heading in the right direction? 	<ul style="list-style-type: none"> Review and define Corrective action
<ul style="list-style-type: none"> Get a life! Many business owners work long hours for an inadequate return with adverse impact on their family and social life. 	<ul style="list-style-type: none"> Time with family and friends Less stress Healthier Fulfillment
<ul style="list-style-type: none"> Retirement Planning - Don't retire from work, retire to something. What are you retiring to? We work with your accountant and financial planner. 	<ul style="list-style-type: none"> Looking forward Succession success Exit strategies and maximising value Fulfillment

How we deliver the services

Our services are typically delivered in a combination of ways including:

Facilitation - Planning sessions.

Coaching - Regular 2 hour coaching sessions.

Training - Online and face to face.

Endeavour Achievers works closely with clients to understand their issues, to identify options and to develop practical solutions for implementing measurable improvements. Our experience and independence allows our clients the objectivity required for sound decision-making.

Keep plans short

We are fans of the one page plans as they make businesses focus on the most important issues. Although simple in output, the process is very powerful and it produces results. We have seen too many voluminous plans that are expertly written but not acted upon. You cannot hide in a one page plan.

This report, by its very length, defends itself against the risk of being read.

- Winston Churchill

Who holds you accountable?

Do you have someone to hold you accountable for your performance, can challenge and suggest alternatives to the status quo, as well as celebrating your success?

Endeavour brings a fresh set of eyes to a problem and an industry. We have over 25 years experience across a multitude of industries including; distribution, healthcare, manufacturing, information technology, financial services and professional services.

Endeavour has been involved with companies ranging in size from a sole practitioner to over \$250 million turnover. We have the opportunity to use one of the most powerful words in our language, "why".

Many business owners are overly stressed with their current business performance and lack of work/life balance. In our experience, most people have some idea of where they want to be but can struggle with how to get there. They are often focused on the wrong issues and are applying resources in areas that aren't especially productive.

Top ten characteristics of business building

- Strong leadership
- Emphasis on human resources
- Unique organisational culture
- A culture of learning
- A culture of innovation
- Rewarding of staff
- Customer focus
- Sharing of information across the business
- Adapting strategies to meet market changes
- Competitive awareness

Business coaching

Most, if not all elite athletes use a coach to help them focus on their goals, increase their technical skills and significantly improve their performance. It should be the same in business. Elite business people use similar tools and techniques as elite athletes to help them achieve their business and personal goals. The role of Endeavour Achievers is not to tell you what to do nor is it to do it for you. Our role is to work with you to develop a plan and a program for implementation and then to guide you through making the plan a reality.

Endeavour's principal has been working with smaller and mid market companies for over 25 years. Our role is not that of conducting touchy-feely workshops and short-term camaraderie activities. We encourage our clients to address real issues and find realistic solutions that will make a tangible difference to their business, and work with them through the implementation process and beyond. This can often be quite confronting for people until the value is fully recognised in which case business owners wonder why they didn't do it sooner.



Benefits of Coaching & Training

- High return on investment on funds invested in coaching and training
- Boost in job performance
- Better relationships with staff, peers and customers
- Increase in job satisfaction

About Endeavour Capital

Established in 1998, Endeavour Capital is an independent advisory company specialising in smaller and mid market companies, typically valued up to \$100 million. Endeavour Capital's services include: business sales, corporate advisory, directorship, valuations, succession and exit planning.

Endeavour Achievers, a division of Endeavour Capital, works business leaders to unleash the potential in their business and personal lives. We do this by helping our clients develop and implement powerful strategies to address their key growth and profit issues. We also assist managers and owners of smaller and mid market business to better prepare for major business events such as business sales and succession.

We have over 25 years of experience advising companies across a wide range of industries including distribution, financial services, healthcare, information technology, manufacturing and retail.

Our role is to assist companies in achieving their objectives through providing independent sound, creative and experienced counsel.

Strategic business partner **MINDSHOP**

To enable us to provide practical and powerful business solutions to our clients Endeavour is a member of Mindshop (www.mindshop.com). Mindshop is a leading, global provider of strategic and personal development solutions for business leaders and advisors with over 500 members in nine countries.

Mindshop empowers Endeavour with access to a wealth of business tools, regular training and a global network of specialists to ensure we can provide the best possible strategic solutions our client's require both now and in the future.

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