



# Small Business Advisory\*

This newsletter is the communiqué for Small Business Advisors Limited, The Vision Transformation Report™, The Effectiveness Maximizer Report™, and The Profit by Design Management System Report™..

SPRING 2004

## SBA ANNOUNCES MAJOR REORGANIZATION

**Two Senior Partners have joined SBA to broaden the range of services and to assist in expanding the business.**



David Hills, President of Small Business Advisors Limited is pleased to advise all clients and friends of the company that as of January 1, 2004 SBA's team has been increased through the addition of two professional level resources.

**Gary Edwards**, a long time resident of Bermuda and former Chief Financial Officer of Key-Tech Ltd., the holding company for all of the

various companies in the Bermuda Telephone Company group, has joined us as a full partner.

Gary has many years experience in financial, management, and administrative matter. He brings his expertise to assist existing and new clients in assessing operations and in creating new opportunities for growth. He has a particular interest in strategic planning and leadership. Gary is an avid golfer. He is married to Glenda and they have three children.

**Darlene Davis**, also a long time resident of Bermuda, is a CMA and is currently the Chair of that body in Bermuda.

She has significant experience including large organizations as well as a number of small businesses in Bermuda and was, most recently, a Vice President and Comptroller of AIG. As a full partner her focus will be on growing the Accounting Services function and other financial services within SBA as well as assisting in the development a broader range of other programs for our clients. Darlene is married to James and they have two children.

The whole team at SBA welcomes these two experienced and capable professionals to our efforts to serve the small and medium-sized enterprises in Bermuda.

### What's Inside:

#### *David's Dialogue*

Additional versions of **The Vision Transformation Process™** have been developed to broaden the range of potential clients who can gain freedom from **The Plate Spinner Syndrome™**. David overviews these two programs designed to improve the life of entrepreneurs.

#### *Additional New Programs*

The SBA team has developed three new programs targeted towards assisting entrepreneurs. Developed under the umbrella of **"Smooth Sailing for Entrepreneurs™"** these programs focus on creating meaningful financial systems, effective operational practices, and assist individuals in planning their life "After Work".

#### *New Partner Biographies*

Introducing Gary and Darlene..

#### *The New SBA Web Site*

#### *Workshops and Seminars*

SBA announces its series of seminars for SME's.

*"If you and I were to meet at the end of your life, what would have had to happen for you to feel you had optimized your money-making potential, enjoyed a great quality of life, and achieved your life goals?"*

*David Hills, CA*

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## The Vision Transformation Process™

### *SBA PRESENTS NEW VERSIONS OF THE VISION TRANSFORMATION PROCESS™*

In 2003 SBA outlined its new program – The Vision Transformation Process™. Over the past year this program has continued to attract small business owners and help them create a strong vision of their future. These clients are moving forward with the development of detailed plans to maximize their money making potential, have a great quality of life and reach their life goals.

As part of the evolution of this program, SBA is pleased to announce two new versions of this program. These have been developed with a primary focus on two new types of enterprises.

#### 1. The Double Vision Transformation Process™

This program helps entrepreneurial couples and their families create a harmonized vision of their future. The program focuses on helping such couples understand their mutual motivation and life habits so they may work together in harmony and create a fully balanced life.

#### 2. The Early Vision Transformation Process™

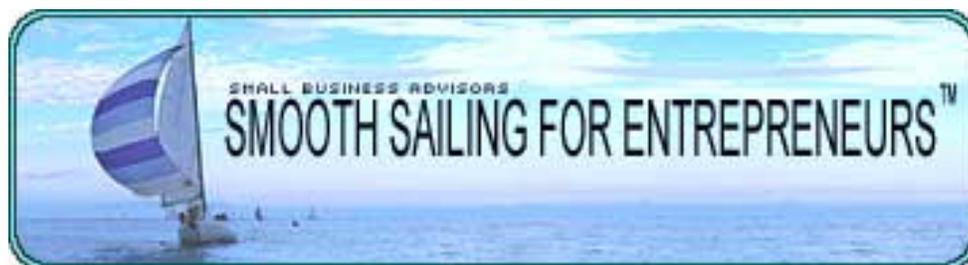
This program has been developed to work with first time entrepreneurs. The focus of this program is to assist these individuals (or couples) de-

velop the necessary planning skills to maximize their opportunities.

If you want further information on these new programs please get in touch with David at the office. Program Information guides and Starter Kits are both available.

We urge you to take advantage of these new programs.

*Are you working 24/7? Are you stressed and full of anxiety? ...Then you, my friend, are suffering from "The Plate Spinner Syndrome™" and it is likely driving you absolutely crazy.*



SBA has created a new concept in serving its clients. Called "Smooth Sailing for Entrepreneurs™" this approach groups several programs utilized by SBA in such a manner as to focus clients on establishing clear goals, charting clear courses of action, and establishing the systems and processes to smooth out rough seas. The overall goal is to ensure that the life led by the entrepreneur and their family allows them to attain their life goals while maintaining their quality of life.

SBA also wishes to announce three new programs under this umbrella that are available to both existing and new clients. These have been developed both in house and in concert with Boomerang Business Strategies Inc. to broaden the range of services to clients and to motivate them to create better and stronger businesses and futures. These programs are as follows:

1. The Profit by Design Management System™
2. The Effectiveness Maximizer Program™
3. The After Work Series™

Details of these programs follow on the next page.



## The Profit By Design Management System™

The Profit By Design Management System™ has been developed by David Hills and Darlene Davis to assist entrepreneurs in identifying what systems and processes they should implement in their businesses to maintain effective financial control. It is our experience that most entrepreneurs today perceive the maintenance of good accounts and financial processes as a cost that they neither need nor can afford. Have a chat with your Banker and

see if they agree with this premise.

From the conception of a business to its ultimate sale many years later the establishment of sound financial management systems is critical to the success of any business.

SBA has developed a program to assist in assessing these financial requirements. The program uses a combination of on

site reviews as well as a detailed questionnaire and a one on one Workshop. Key members of the SBA team and the entrepreneur develop an overview of where they are, where they want to go, and define the tools and processes they will need to meet the objectives.

For more information contact the office at 238-1682



## The Effectiveness Maximizer Program™

This new program is designed for both small and medium-sized businesses (SME's) to evaluate their operations and develop focused goals that will enhance profitability and create a sustainable business.

Developed by Gary Edwards and David Hills, the program is directed at those entrepreneurs who have major concerns as to the effectiveness of their systems and processes. This program is especially

important to those who feel that they are not "creating sufficient wealth" from their business activities.

The program starts with the entrepreneur completing The Effectiveness Maximizer Scorecard™ and the Confidential Questionnaire. Combining on site visits and a one on one Workshop, the "team" creates a plan of action to initiate and implement changes in the business operations

aimed at improving operational effectiveness.

Details on this program together with a Program Information brochure or a Starter Kit can be obtained from our office.

For more information contact the office at 238-1682.

## The After Work Series™



This program has been developed by Karen Schellinck-Hills, the President of Boomerang Business Strategies, Inc. Based on her extensive experience as an economic development person in various parts of Canada and, more recently, on her experience as publisher of Places to Retire in Canada and Exotic Places to Retire, Karen has created a range of seminars and workshops directed towards people considering options for their years "after work".

The program may be briefly summarized as follows:

According to Schellinck-Hills,

**"We work with folks who wish to be ready for a great After Work experience.**

**We created *After Work Destinations*™. This program will help**

**you achieve your After Work goals by transforming**

**ideas into a well-defined and exciting After Work Plan."**



## Team Member Profile - Gary Edwards



Gary Edwards, F.C.P.A., has held a number of senior financial positions in industry in both the UK and in Bermuda. Born in Australia he moved to Bermuda in 1980. Working with several international businesses he joined the Bermuda Telephone Company in 1987 and held the position of Chief Financial Officer until the end of 2002. At that time Gary decided to pursue other interests. In late 2003 he joined SBA as a Senior Partner to assist in the expansion and broadening of our services. Gary's focus is on operational effectiveness of small and medium sized business. His strengths are strategic planning and leadership.

Gary is an avid sportsman and played competitive cricket for many years. He also has a passion for golf. Gary is married to Glenda and they have three grown children

## Team Member Profile - Darlene Davis

Darlene H. Davis, CMA, graduated from St. Mary's University in Halifax, N.S. in 1993 with a Bachelor of Commerce. She moved to Bermuda upon her graduation and began the Certified Management Accountant (CMA) course in Bermuda. She obtained her designation in 1996.

Darlene's experiences are wide-ranging. She has worked for some of Bermuda's largest institutions, namely Conyers, Dill & Pearman, KPMG, and American International Group. She has also had experience in dealing with small local service providers such as OBM (Onions, Bouchard, & McCulloch) and Saber Electric Company. Darlene was also a part-time lecturer of Management Accounting at Bermuda College for three years. She specializes in budgeting, cost allocation, management accounting, and financial data management.

Darlene is married to James and they have two children.



## The New SBA Web Site ([www.smallbusinessadvisors.ca](http://www.smallbusinessadvisors.ca))

SBA is pleased to announce the launching of its revised web site. The site has been expanded significantly. It now outlines the broader range of programs and services under the new umbrella—"Smooth Sailing for Entrepreneurs™". The programs are explained in detail and visitors are able to view (PDF File Format) the various Program Information Guides as well as The Starter Kits for each program. Information is also available so that you can sign up for these programs.

Other areas have been created in which you can access additional information to assist you in managing your business. This area will include SBA Quarterly Newsletters, A section on SME FAQ's, and a further section on Articles of Interest.

A signup sheet is included so that you may register to receive our regular email "Email Booster Shots™"

## SBA Workshops & Seminars

SBA has also developed a series of Free Workshops for each of the new programs. Please contact the office to arrange your participation.

A further series of Management Training Seminars is under development and should be available in late Spring or early Summer. The goal is to broaden the skills of entrepreneurs in Bermuda.