



# Small Business Advisory\*

Spring 2003

\*Quarterly Publication of Small Business Advisors Ltd.

## NEW STRATEGIC PROGRAM TO ASSIST BUSINESS OWNERS

### The Vision Transformation Process™ helps gain freedom from The Plate Spinner Syndrome™



David Hills, C.A., president of Small Business Advisors Ltd. has provided counseling services to more than 650 North American and 350 Bermuda businesses since 1987. His easy going nature combined with a deep understanding of the inner workings of small business have given a leg up to both fledgling businesses and the more well established operations. His aim has always been to make business owners not only survive but also to

grow the business beyond the hopes they establish for themselves.

To help business access the scope of services that are available, SBA has contracted ELI Inc. (Canada) to provide delivery of **The Vision Transformation Process™**. It is a multi-step program that examines the current status of a business operation, the potential for growth, and most uniquely the quality of life that is desired by the entrepreneur. From that steps are taken to assist the entrepreneur achieve not only his professional and business goals but also his or her life goals.

*"Balance and clear vision are the keys to a successful business and a great quality of life", explains Hills*

According to Hills, the people that qualify and benefit

most from participating in the program are the driven entrepreneurs who inevitably find themselves handling responsibilities and issues that should be handled by others. They become entrenched in crisis management and day to day operational workings of the business instead of focusing upon building the business or doing what they most enjoy and do best. In other words they tend to get caught up in what we call "**The Plate Spinner Syndrome™**".

**The Vision Transformation Process™** helps business owners to see the big picture, to create wealth by building a great team for support, and to develop a system which will allow them to do the work they do best and still enjoy free time with friends and family.

#### What's Inside:

##### *David's Dialogue*

A key component of **The Vision Transformation Process™** is gaining freedom from **The Plate Spinner Syndrome™**. David discusses the importance of free time and gives advice on how to move towards developing that essential life practice.

##### *New Marketing Services*

SBA team associates bring 20 years of domestic and international marketing experience to the SBA Tool Box

##### *Client Comments*

Two clients tell how David Hills helped them achieve their goals and grow their businesses

##### *Meet David's Bermuda Team*

Introducing Su and Margaret...

*The Goal Cultivator Community comes to Bermuda*

*"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*

#### Contact Information

##### *Halifax:*

P: 902-443-9198

F: 902-445-4517

##### *Bermuda:*

P: 441-238-1682

F: 441-238-1674

[sba@northrock.bm](mailto:sba@northrock.bm)

## The Plate Spinner Syndrome

. Not to date myself but I stumbled across an old Ed Sullivan Show the other evening and it triggered many memories of those shows. Of interest was the segment showing the plate spinner act. If you have never seen this you have missed quite a bit of excitement and frenzy. The act is one man keeping six plates spinning while doing a variety of other tricks and balancing acts. Needless to say he does not make it through the act without some of the plates hitting the floor!

On meeting many entrepreneurs for the first time I can quickly identify that this person is trying to emulate the above-mentioned act. I call this "The Plate Spinner Syndrome™". This manifests itself in the entrepreneur attempting to not only "be all things to all people" but in also convincing him or herself that he/she can "do it all." Sound familiar to you?

A few simple questions yield the answer. Are you working 24/7? Are you stressed and full of anxiety? Are you

doing things you do not like to do? Are you the sales guy? The operations manager? The delivery person? And the one I really like -- the person who vacuums the office floors prior to opening? Answering yes to any of these questions? Then you, my friend, are suffering from "The Plate Spinner Syndrome™" and it is likely driving you absolutely crazy. One other very major question. DO YOU EVER SPEND ADEQUATE QUALITY TIME WITH YOUR FAMILY? This is usually the first slice of time to disappear as all focus is on the business.

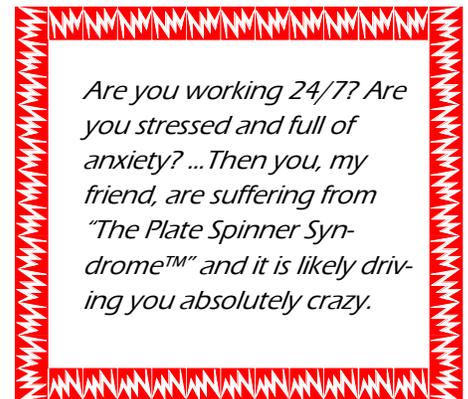
Big mistake – family must come first and therefore the identification of Free Time is absolutely essential. The goal of a great quality of life is usually foremost in the minds of most entrepreneurs yet it is this very time and quality that is the first to be eliminated when things get tough with your business. This time must be identified and planned in order to maintain your perspective on life and family.

Another danger with this syndrome are the potential implications to you and your business. Too many plates and it is

immediately apparent that your business and more likely yourself, are close to "hitting the floor". All of your hard work and sacrifice will have been for nothing.

We have developed The Vision Transformation Process™ to coach entrepreneurs to not only attain their vision but to ensure that their goals of optimizing their money making potential, enjoying a high quality of life, and achieving their life goals are attained.

David Hills, CA



## New Marketing Services

Recently, an unprecedented demand for additional business services has motivated David to increase his team to include marketing expertise. Using both local and foreign resources, Small Business Advisors Ltd. now offers top-notch marketing planning, implementation and evaluation services. His new team members have proven themselves successful both in domestic and international markets working with small and mid-size businesses, international corporations and government organizations.

According to David,

"These services will ensure that new initiatives by our clients are cohesive and well coordinated. In any size business, there must be continuity and clear communication among all planning, marketing, finance, management and operations divisions. By providing professional marketing services, SBA can better assist the business owner create a comprehensive business growth strategy."



## Small Business Advisors Ltd. Assists with business acquisition

I had been in the painting and maintenance business for two years when I realized that I would need help to grow the operation. Meeting David Hills was the beginning of discovering the real potential of the business and putting in place the plan necessary to achieve my business and life goals.

The first thing that struck me about David was his ability to look beyond the numbers and realize that the business was myself, my employees and my clients and that it not only was important to ensure the financial planning and management were well in place but that the "human" component of the business was also thriving.

In virtually every area of the business management and planning, David Hills and his team have been supporting Pinnacle Painting and Maintenance. Since 1997, the company has grown and successfully expanded into a number of new market segments.

In 2000, I had the opportunity to purchase another company, Darby's Water Services. Leveraging the successful growth of my painting business and armed with detailed financial and operational analysis and reports prepared by SBA, I was successful in my applications for financing and purchasing the company. By following the plan prepared with David and his partners, Darby Water Services is

now exceeding our profitability expectations.

Using the services of SBA allows me to focus on the areas in which I am most needed and do the work that I most enjoy doing. Meeting with David, analyzing the companies, their challenges and growth opportunities provides me with valuable support and encouragement. As an entrepreneur, it is most reassuring to always know what the current status of my business is, where it's real potential is and what it will take to get there.

Brett Michelsen

Business Owner, Bermuda

### Small Business Advisors Announces the Goal Cultivator Community in Bermuda

David is pleased to announce that he has partnered with The Strategic Coach®™ in Toronto to provide the Goal Cultivator Community™ in Bermuda. This program is designed to extend the usual goal setting process. Goals are no longer a series of destinations, but a unified approach to your whole of life. Based on Dan Sullivan's 25 years of coaching entrepreneurs, The Goal Cultivator is a philosophy, an art, and a craft that provides an exciting sense of focus and direction. Life becomes a "goal farm" where there's always a crop of stellar results and valuable by-products occurring alongside new learning, growth, and development.

Everyone has the seeds of a giant future inside them. The first module of this series outlines the principles of goal cultivation and contains exercises that create the foundation for establishing and learning from goals.

David is also pleased to advise that a successful entrepreneur from Reno, Nevada will be assisting him in the facilitation of this new venture.

### Small Business Advisors - Tool Kit

Personalized Business Coaching Services

The Strategic Planning Kit

The Business Plan Kit

The Marketing Plan Kit

The Financial Analysis and Reporting Program

The Accounting and Bookkeeping program



# Partnering For Long Term Success

"There are many businesses in Bermuda who have benefited from an association with Small Business Advisors. What David Hills and his team bring to the table is an uncanny knack of being able to get down to the 'nuts and bolts' of a business straightaway.

There are many reasons for this and undoubtedly David Hills' accounting background with large corporations and small businesses, both in Bermuda and overseas, plays a major role in SBA's ability to bring order and clarity to the business of producing meaningful reports and financial information. It makes eminent financial and common sense to place your company's accounting function in the hands of a team headed up by a person who is not only a fully qualified and vastly experienced CA, but who is also an accountant who has actually owned his own retail business and who understands fully the daily challenges business owners face in these highly competitive times.

Equally at home arranging a client's loan in the offices of banking institutions or discussing business tactics with a client over a cup of coffee in the diner, David Hills possesses skills not readily found in the major accounting firms. He's been there and done that in the small business arena. He's experienced all the highs and the lows of owning a small business and I suspect he knows what it is like to pay staff wages out of his back pocket, like some of us have in our start up days. He is a great motivator, teacher and is a wizard on the computer.

David Hills and the SBA team produce meaningful charts, graphs, financial reports and statements on a timely basis - information that helps the young entrepreneur and mature stakeholder see what's happening to their investment.

David Hills and his team at SBA have been providing these services for our company for many years and their contribution to our ongoing success has been significant."

Michael J. Ternent  
President and C.E.O.  
Bersalon Spas  
Spa World Consulting  
Venus Trading Inc.

## Team Member Profile - Susan Gibbons



Su has been a vital member of the Small Business Advisors team since 1995. She hails from Liverpool, England and has more than 30 years experience in accounting and bookkeeping. Su has worked with hundreds of small businesses as well as major industries including Insurance companies, food processing companies, construction companies and Oil companies doing a wide range of financial services from office administration to negotiating major land acquisitions. When Su is not assisting small businesses, she is volunteering at reading clinics, teaching Sunday School or managing the construction of the new family home in Somerset, Bermuda.

## Our Newest Team Member— Margaret Powers

During the early years of Margaret's business career she held administrative and executive secretarial positions with a number of legal and international companies. In 1983, using her accumulated wealth of business knowledge, Margaret took the entrepreneurial leap with her husband, Frank, to become the owner/manager of her own business, Bailey's Bay Refreshment Company Ltd. As a co-business owner, Margaret has an excellent understanding of all areas required to run a successful small business in Bermuda. Margaret is also completing her Associate Degree in Business Administration.

