

# Why your business needs a GPS

Nicholas Barnett, Insync Surveys



**1**

**Chartered Accountants Business in Focus**  
Monthly audio program

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We all know how useful a GPS can be in the car, getting us to where we want to go with a minimum of fuss and uncertainty. But what about our business? Do we know where it's going and how we're going to get there? Nicholas Barnett, of Insync Surveys, has his own version of the GPS – specially designed to get everyone in the business moving in the same direction. He explains all in this month's program.

What about the Australian economy as we enter a new financial year? Thriving, according to some indicators, with a surprising GDP outcome for the March quarter and official interest rates still going down. But many of your clients – dealing with a continuing lack of consumer confidence, - wouldn't agree. As usual, resident economist Professor Neville Norman of Melbourne University cuts through the noise to provide some much-needed clarity.

And if people aren't buying what your clients have to sell, why not? Is it just that lack of confidence, or are there things they could be doing better to get the cash registers ticking over? Andrew Griffiths, author of the best-selling "101" series of business books, has some down-to-earth advice.

In the world of accounting, we look at several issues critical to business decision-making, starting with the way financial information is communicated to decision-makers. Malcolm Simister, of finance consultancy and training company FINACC, says there's room for improvement. Nick Ridehalgh of CFO Advisory at KPMG looks at "integrated reporting", as the world changes and business stakeholders seek clearer ways to assess company performance, both short- and long-term.

And we look at "coaching". What does it really mean, and do you or your clients need it? Master coach Noel Posus provides the answers.

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