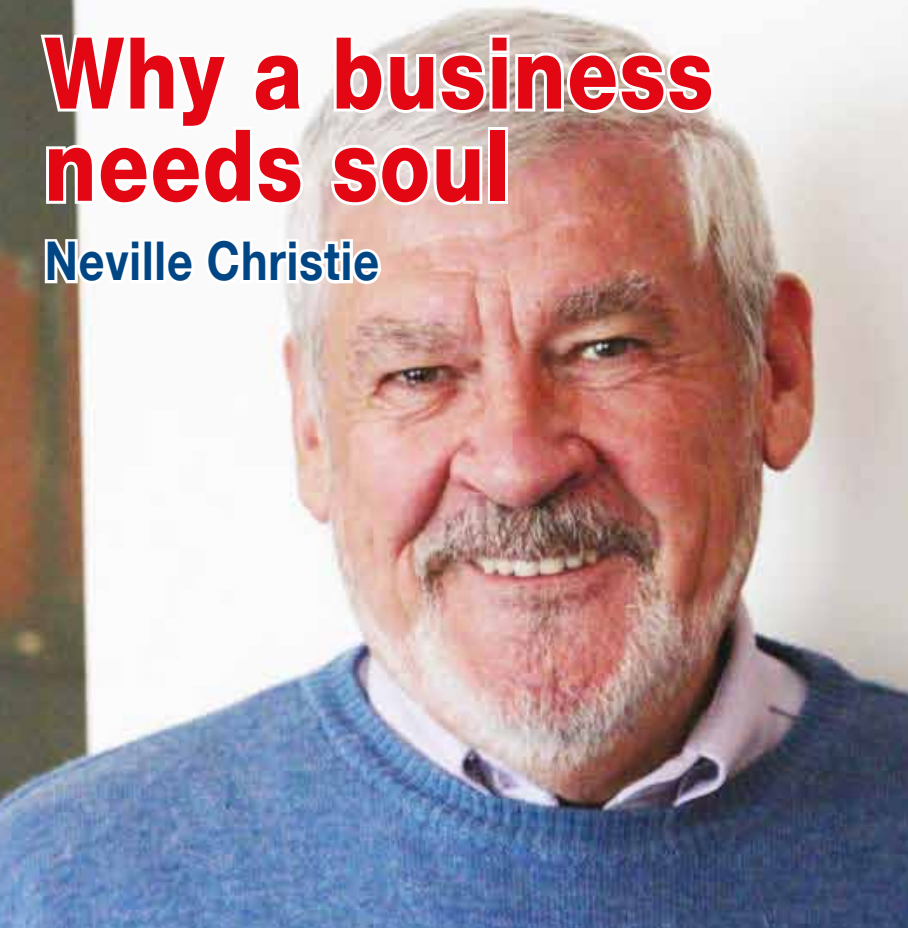


# Why a business needs soul

Neville Christie



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

**September, 2012**

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What does it mean to have business "soul"? We ask the question not because we think you should all turn spiritual – though some might think that helps! No, there are many strong commercial reasons to examine the character of our businesses, or so we're told by long-standing entrepreneur and business adviser Neville Christie. In fact, Neville Christie says a business without soul is a business facing the precipice now, and he elaborates on the reasons why later on this CD.

Then, there's our other Neville, the respected economist and regular commentator Professor Neville Norman, who reports this month on the collective views of our leading Australian economists, their forecasts for the coming year, and how they compare with Neville's own views. He's often the maverick in these economic forecasts, yet most often he's right. Will he be the maverick again this time? Listen to his interview to find out.

For accountants, there's much to do with technology this month, and why you should be taking advantage of it to find efficiencies and more profit in your practices. For example, David New of accounting software company Xero Australia, says the Internet, Cloud Computing, and then the GFC, have combined forces to transform the way we connect with each other and do business. As similar message comes from Jo Heighway, of Engage Super Audits, regarding the self-managed super audit industry. Jo draws our attention to big changes in the way accountants and auditors connect as a result of online technology. And it's bringing huge opportunities on both sides.

Meanwhile, our tax expert Michael Jones highlights some key tax issues for rental property owners. It's all about deductions, Michael says, and he offers a useful checklist for your clients, about where they can, or can't, make a claim.

And Andrew Brushfield of specialist recruitment firm Robert Half returns this month with more insights on how to be a successful negotiator. This time, he takes a look at the tricky personalities you may come up against, and how to respond when you do.

There's plenty of variety this month. Enjoy the CD!

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