

# Connecting value & pricing in your practice

Rachel Killeen



## Chartered Accountants Business in Focus

November 2013

[charteredaccountants.com.au/bif](http://charteredaccountants.com.au/bif)



Institute of  
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Welcome to this November 2013 edition.

We're all familiar with the current mantras about the rise of the global economy, and how the world is now our marketplace. But are we really taking notice? In this edition, John Cleary, of Blue Chip Consulting Group, who travels widely on business, explains why he believes we're falling behind our competitors in a number of ways. He has some key questions we should be asking ourselves and our business clients.

Our resident economist Professor Neville Norman, himself just back from a spell overseas, puts political developments both here and in the US into perspective, as well as reviewing his forecasts for calendar year 2013, now that it's drawing to a close.

Paul Burness from insolvency firm Worrells offers valuable advice this month on how to manage debt. He encounters the mistakes that many businesses make, that push them into serious debt danger zones - yet it could so easily be avoided by following some sensible rules.

In addition, Rachel Killeen of Killeen Communications discusses the big question of "value" - and whether you're really providing the value that you THINK you're providing to clients. Rachel discusses why getting your value proposition right is critical for success in your practice.

Also in this program, lawyer Leigh Adams discusses technicalities around the use of dividend access shares, and tax expert Michael Jones of Cummings Flavel McCormack reminds us all about the fundamentals of family trusts.

If you're in your fifties, or older, you'll hear business coach Peter Black advise that it's time to think about life after work, not just whether you'll have enough money to live on, but how you'll occupy your time. And Elizabeth Shannon, of Sleepless No More, has some fascinating insights about the growing problem of workplace fatigue.

Enjoy the program!

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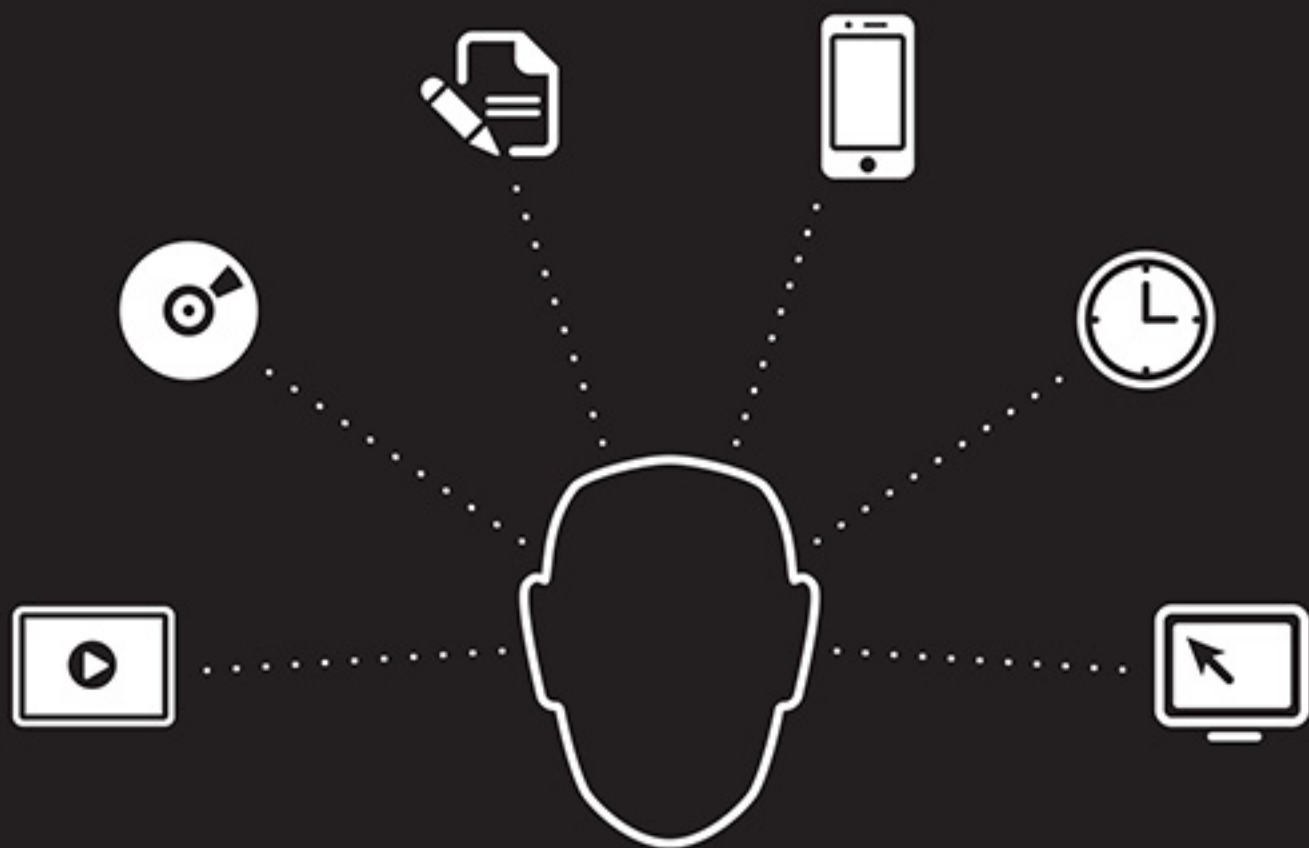
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