

Crunching the numbers for 2015

Professor Neville Norman, Melbourne University



Chartered Accountants Business in Focus

February 2015

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Welcome to this February 2015 edition.

As the new year gets underway in earnest, there are plenty of uncertainties to contemplate as we try to chart a course that will bring us success in 2015. To put some of those uncertainties in perspective, Professor Neville Norman, Associate Professor of Economics at Melbourne University, offers his forecasts for the economy in the year ahead - and, with a look back at 2014, we'll note his remarkable strike rate for the accuracy of his predictions.

What will be the key aspects driving your business forward in 2015? One will undoubtedly be your people. But it's a changing world out there, and employers have a lot to think about if they want to hold onto their best people and attract new staff to their talent pool. This month, Peter Wilson, the respected head of the Australian Human Resources Institute, offers some clear thinking on the subject, following a load of research by his organisation on the future of work and what we need to do to make sure our businesses keep up.

Bryan Whitefield returns this month with some interesting views on the concept of agility within large organisations. Bryan says they can learn a lot from small business in terms of being agile, building resilience, and managing risk.

Also this month, business growth. It can, undoubtedly, come from the evolving professional networking site, now publishing platform, LinkedIn. If you're yet to be convinced, listen to independent LinkedIn expert, Sue Ellson, to find out how it can boost business, and what's really involved in getting connected.

Estate planning and superannuation lawyer, Allan Swan, returns this month with some valuable advice on making sure you know who's in control of your self-managed super fund - to ensure your wishes carry the day when the time comes.

Stock Doctor Elio D'Amato is here as always, with his assessment of the share market as another reporting season looms....

And we end this month's program by discussing business bust-ups. They're an unfortunate inevitability in business life, says respected author and speaker Andrew Griffiths, but how you manage them will say a lot about you, your reputation, and consequences for your business down the track.

Enjoy the program!

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Information

For more information about the topics discussed on this program, please contact the relevant organisations listed below.

CRUNCHING THE NUMBERS FOR 2015

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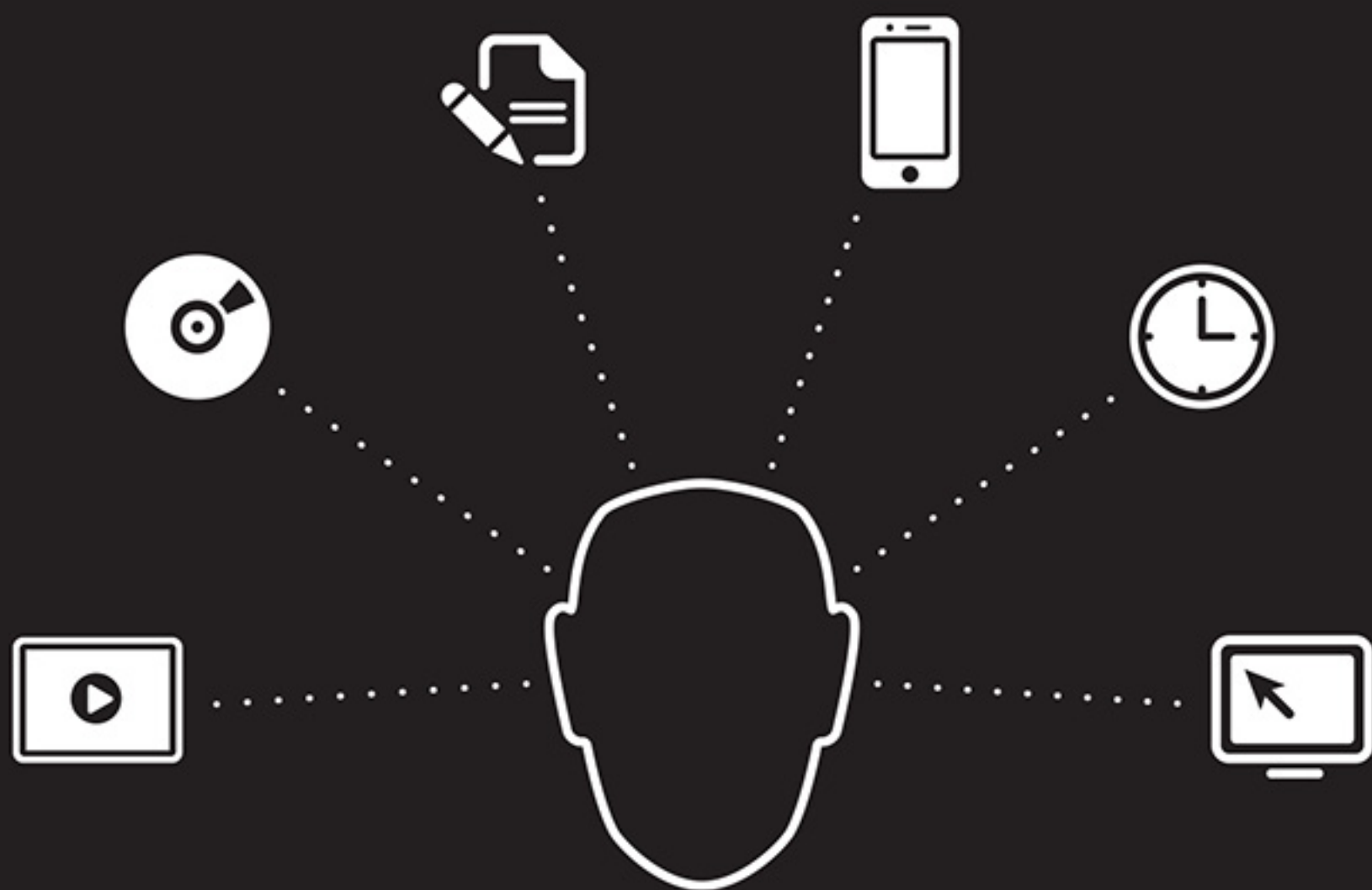
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