

Positioning your practice to grow advice services

Grant Bloxham, Bstar



Chartered Accountants Business in Focus

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CHARTERED ACCOUNTANTS
AUSTRALIA + NEW ZEALAND



Welcome to this May 2015 edition.

Yes, it's the time of year when everyone's attention is on Canberra and another Federal Budget. Professor Neville Norman's no exception – he has his eagle eye on the treasurer and the many fiscal challenges he faces in mapping out our economic future. What does Neville think will happen? As we count down to Budget night, the good professor offers an advanced and highly experienced view about what lies ahead.

No matter the budget's outcome, it shouldn't stop us from focusing on our own business. And that includes sales – yes, that's right, sales! We speak with Rob Balmer of Executive Central who reminds us how sales doesn't have to be a dirty word and that all accountants have the skills and experience to develop business. And finding new business is as important as ever as Grant Bloxham, CEO of Bstar, analyses the strategic threats accountants face these days and what keeps them awake at night. He offers four key essentials to achieving success in an advice service.

How can young people these days afford to buy property, at a time when prices have never been higher? The answer, of course, often lies with the parents of those young people who would like to offer a helping hand. But there are wise and not-so-wise ways of going about it. Lawyer Russell Cocks is a property expert and offers watchouts and advice on the topic.

Also this month, changes to the rules on employee share plans. Those changes are just around the corner and if you're thinking about succession in your business, you'll be interested to hear from tax expert Michael Jones as he discusses the new rules, the good and not-so-good, with examples of how to make best use of them in a number of different scenarios.

And, the downside of business success: Leanne Faulkner of Billie Goat Soap fame knows what can happen if success suddenly stops happening. The impact can be personally devastating and in Leanne's case, depression set in. Leanne shares her own experience and the many valuable lessons she's learnt as a result.

As always, we have our regular share market update, and we end the program with more thoughts from publisher and all-round entrepreneur James Tuckerman. This month, James moves on from adventures in Antarctica to focus on his own rapidly moving enterprises. He's an interesting operator with many stories, insights and lessons to share.

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.

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LEVERAGING YOUR SKILLS FOR SALES

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EMPLOYEE SHARE PLAN CHANGES: THE GOOD, THE BAD AND WHAT TO DO

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SHAREMARKET UPDATE

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BLACK DOG: THE HIGH PRICE OF SUCCESS

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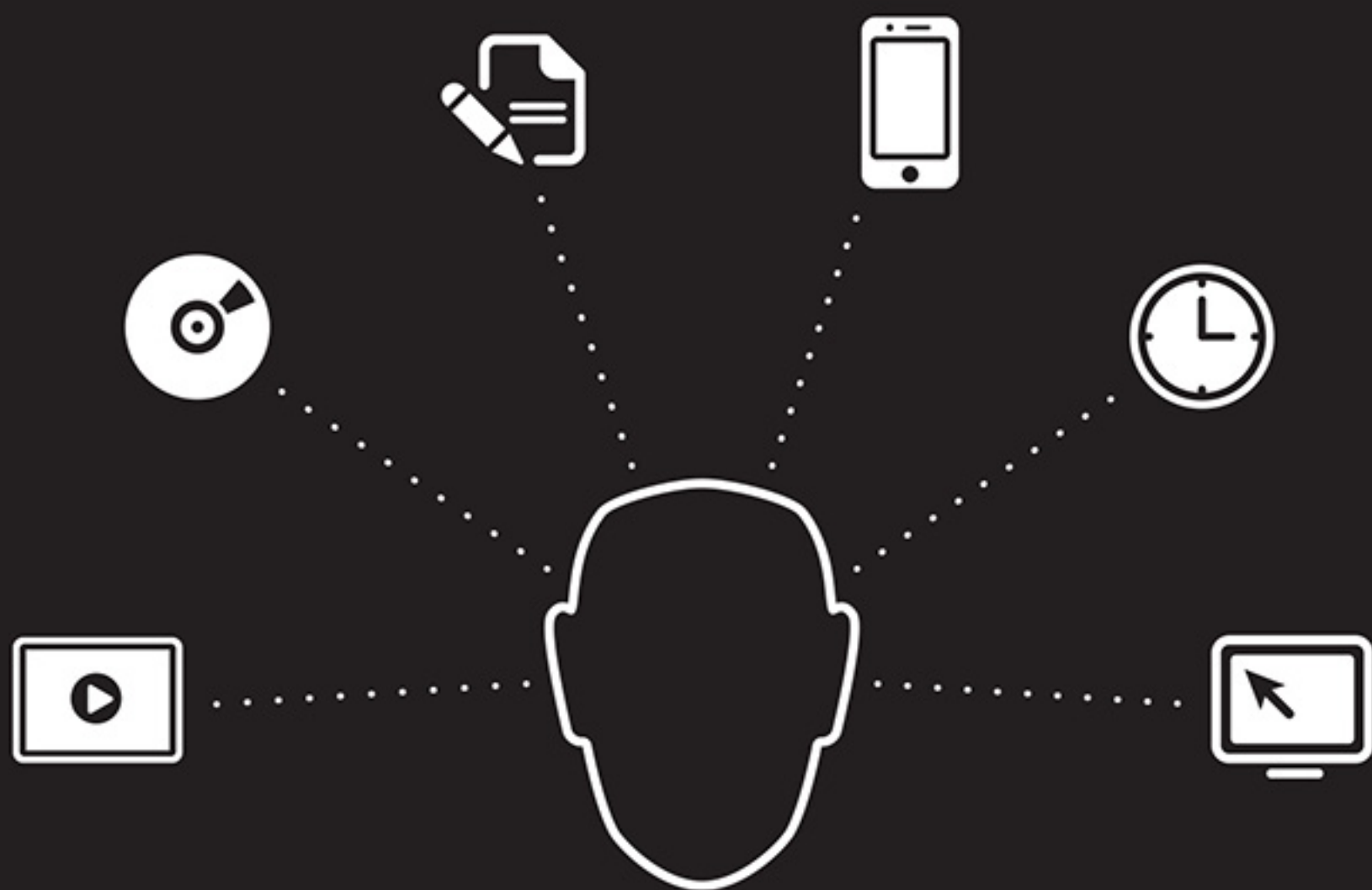
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