



## **DECEMBER 2011 NEWSLETTER**

### **BUSINESS TIPS – Business Dashboard**

In our October newsletter we included an article on the 'Small Business Advisory Board' which is a service we have established for a number of our clients. We had a number of questions about this service and how it works. We have linked the full article on our web site but as a summary –

- We meet/talk quarterly with the client
- At this point we review the business 'Dashboard'. This Dashboard is a single page summary of the Key Performance Indicators of the business. Areas such as; Sales, Cost of Goods, Expenses, and Net Profit. We also review stock levels, debtor controls, and creditors. Finally we review sales levels and develop projections for the next quarter. For an example of what this 'Dashboard' looks like please [click here.](#)

Clients that utilize this service comment that it allows them to use this time to review the direction of the business - to have an objective view of the business and to assist them not to lose focus on the key areas for growth.

If you are interested in finding out more details about this service please [click here.](#)

### **BUSINESS TIPS – Retaining Good Quality Staff**

One of the keys to growing any successful business is retaining quality employees. Your staff is your greatest asset - keeping them motivated and retained in a competitive job market is crucial to the ongoing health and success of your business.

Not only does high staff turnover result in a significant direct

### **A Note From Us.....**

Thankyou to everyone who kindly donated to the Multiple Sclerosis Sydney to Gong 90km ride. Luke made it and raised alone \$1620.00. The overall total raised was \$4,110,030.

### **HOLIDAY MESSAGE**

During the holiday season our offices will close at the end of business on **Thursday 22 December 2011 and re-open on Monday 9 January 2012.**

Thank you again for your loyalty and support and we wish you all a Happy Christmas and a prosperous and profitable 2012.

Kind regards

Paul, David, Luke  
and all the team at PP  
Atkins & Co.

cost to your business, but it can also have a negative ongoing effect by fostering an unstable, inconsistent and non-cohesive work culture. When it comes to keeping staff motivated and retained, however, research shows that remuneration is rarely the bottom line.

We have developed a number of key strategies to assist business owners, and they include:-

- Employee Share Scheme
- Discount Future Purchase Scheme
- Tax Free Employee Incentives
- Unit Trusts
- Profit Distribution Scheme

Each of these options offer different benefits and advantages. However as every business is different, the strategy used to retain good quality staff needs to be developed specifically for that business and for their staff.

For more details about your options please [click here](#) to contact us.