



Important decisions to make in 2011

2011 looks to be another challenging year, now is the time to make some important decisions.

We encourage clients to spend time mapping out and recording their direction for 2011.

Here at The Stables we have taken some time to classify our short term and year long goals, such as:

Grow our client base by referrals- We are never too busy to look after client referrals. In this “dog eat dog” environment it is a great endorsement to know that our clients appreciate our work and are willing to refer us to their associates.

- **Continued staff welfare-** A happy work place makes going to work enjoyable. What makes your workplace a great workplace? We are focusing on using the right resources for achieving a stress free environment enabling a successful operation (society has moved forward from my grandfathers saying “happy wife happy life”, but this could easily be adopted to “happy workplace, happy life”).
- **Expand our services –** we will be looking to improve our service levels and offer greater support to all our clients. Services such as business planning, goal setting, benchmarking, asset protection, and cashflow structuring are a number of areas we will be looking at to offer greater assistance. The success of our business is based on the success of your business.

Client Profile - Infracom (<http://infracom.com.au/>) is a contracting business offering integrated solutions for all corporate and retail fit-outs and refurbishments. During regular structured planning meetings the directors, Andrew and Joan, have developed and successfully implemented strategies to improve their business. In a time when commentators continually report times are tough Andrew and Joan have continued to grow their brand and create an environment that makes Infracom a company people want to deal with.



So what New Year business resolutions do you have for your business? What will make 2011 a better year than 2010? Let's get together and discuss some options. Having done this with a number of clients we have seen the positive impact this type of planning and mindset can have on results. If you struggle with time or the drive to make this happen then give us a call and we will work with you to MAKE IT HAPPEN. Call on 9525 8788 or click here to email us (paul@ppatkins.com.au) and we'll contact you.

Let's all have a prosperous and profitable 2011!

Kind Regards

Paul, David, Luke and all the team at PP Atkins & Co.
(www.ppatkins.com.au)

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