

## Small Business Advisory Boards

In any business, large or small, the owner/CEO can lose sight of the big picture. There is a risk of becoming obsessed with one way of doing things, in spite of repeated evidence that it is not working. An owner can be too internally focused and miss important opportunities.

When Roman Generals rode into towns to be welcomed by the cheering crowds having just returned from a successful battle, there was a slave placed in the general's chariot whose job was to whisper into his ear "Remember - you are not a god".

Who is whispering in your ear?

All successful businesses that have reached a significant size have a board. The objective scrutiny of the executive ensures their accountability as well as a strategic focus that makes sure that they work ON the business rather than IN it. Good boards also watch the CEO's back.

For a smaller business, because the owner generally wants to maintain control, an Advisory Board is a far better option.

Businesses that seek to grow look for formality and discipline to enable them to take their business to the next level.

**It is the development of business discipline that in the end separates those businesses you have never heard of from those of whom you have.** It is not enough to have great ideas, it is the implementation of the ideas, the monitoring of the results and the business' response to these outcomes that signal whether the business will achieve the goals the owners have set for them.

We have developed this Advisory Board model for many of our most successful clients with great results. Over the years we have develop a unique group of contacts that we can use to assist these clients. Contacts in Law, HR, Insurance, Marketing, Cost Management, Cash flow Management, etc. As a client of PP Atkins & Co. these contacts are available to you.

Contact us for more details.