

# BUSINESS BUILDING BASICS



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PHARSYDE SOLUTIONS

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# Who we are

What feels like a long time ago a young lady named Tamryn founded a company called Pharsyde Accounting. At the time, she thought she was simply opening an accounting company, but in the process she became more than an accountant – she became a small business owner.

She (erroneously) thought that being good at accounting would translate into being good at running an accounting company.

Nope.

After twenty years of working in the accounting industry, Tamryn realised that as much as really does love her numbers, what actually gets her out of bed in the morning, is problem-solving. She also learned that she is most definitely not the only person in the world who became a business owner in a baptism by fire!

And so, Pharsyde Solutions was born. A team of people specifically selected for their love of problem-solving – and their track record in doing so successfully.

And that is what we do. We help you solve problems. Rather specifically, problems related to owning, running or growing a business

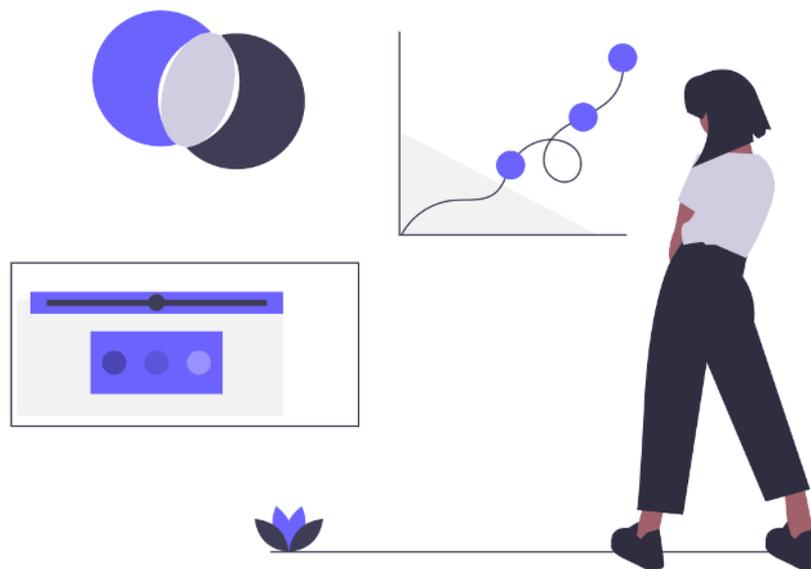


# Feeling Overwhelmed?

Becoming a business owner is easy. Business registration is easy. *Running* a business? That's a whole different story.

Running a business is a whole new world, filled with unknown duties, responsibilities, tasks and requirements – most of which I am sure you never even knew existed before you registered that business.

Some you still don't know about, even though you are supposed to be doing them! .



And running a business, is once again different to running a *successful* business.

So how do you become the best business owner you can be? How do you create a business that thrives? A business that achieves your dreams – without sucking the life out of you.

That is what this training is all about. We teach you to create an actual, viable, healthy business. Something that operates efficiently, meets targets, achieves dreams, makes money and can truly be a legacy.

# How do we do this?

At Pharsyde we talk about the “Four P’s” of business a lot. They are:

**Purpose.** Why are you here? Why did you open this business? What are you hoping to achieve? What impact do you want to have? What life do you want to live? What impression do you want to make on your customers?

**Process.** So we know why, now what? What do you do? And how – exactly – do *you* want it done?

**People.** Lone wolves are lonely. A successful business requires a healthy team. There is a world of difference between a staff member and a team member. You want team members. How do you find the right people? How do you know if they fit your culture, your vision and your plan? How do you know if this is the person to help you achieve your goals?

**Performance.** All your foundations are in place, now you need to know how your business is actually doing. What can you track? How do you track it? How often do you track? How do you analyse the results? In order to build a healthy, thriving business, you need to have all four P’s established and functioning. You also need to build them in the right order.

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## A little more detail

This training is always one-on-one and offered online only.

There are two reasons we run it online:

Firstly, because it makes it easier for you to fit into your schedule and attend, if you don't have to fit travel time in as well.

And secondly, because it makes it super easy for us to record. Then we share the recordings with you, to refer back to in the future.

There is no set program and no set length, because the training is tailored specifically to meet **you**, where you are in your business-building journey. If you have just started out (or if you realise you have done *everything* wrong), then we will do the entire program with you. But if you just need a little help plugging gaps and improving things - then those are the bits we help with.



Using the framework of the Four Ps - and constantly showing you how it all fits together - we will address all of the building blocks of a successful enterprise. Taking you through everything you need to know of the following:

- Business types and organisational structures
- Funding and cashflow basics
- Roles and duties within an organisation
- Good governance and legal compliance
- Roles, duties and responsibilities of directors
- Creating a culture and being a leader
- Creating a vision
- Turning a vision into an actionable plan
- The role that your financial department and accounting plays
- Financial literacy basics
- Important first steps and business basics
- Building your systems and processes
- Finding your customers and marketing
- Recruiting, onboarding and retaining a team
- Outsourcing and the management of outsourced teams
- Creating and assessing profitability
- Performance tracking, analysis and management
- Principles of growth
- How to scale
- Building a business you can sell

Every piece of training is geared towards you, the business owner. The purpose is to help you create the business of your dreams. But, one that still works.

The end result of attending our Business Building Training is a business that streamlined, efficient, profitable and capable of running without you.

## So what now?

If anything, anywhere in this document struck a chord with you, please reach out and book a coffee date with us.

It will only take fifteen minutes for you to know whether we can help you or not – or if you want us to help you or not. If you don't feel like we can help and support you the way we claim, then you can move on without ever giving us a second thought.

But, if you think we can live up to our promise of changing your life for the better, then we can immediately discuss how.

So please arrange a session with us and we can have a nice long natter about you, your firm, how you're going to change the world and how we can help you make all those dreams come true.

We thoroughly look forward to meeting you!





# PHARSYDE

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