

## *BIEDO – Workshop Outline*



### **1. Financial Management** – Eternal Wave

#### *Can you understand your Year End Profit & Loss Statements?*

This workshop is designed to assist you in gaining a greater understanding of your financial statements. Understanding cash payments and receipts, reading profit & loss and balance sheets, GST reports, Preparing BAS

### **2. Succession Planning** – Lyn Sykes, High Resolution and Leanne Rudd CPA

#### *Do you operate a family business? Are you planning for the next generation?*

- How family business handovers occur. How to have success in succession. Separating family and business issues, smooth intergenerational handover, key influences in selling/handover of the business, principles of good communication and how to increase business returns, appreciating different roles within the family, moving forward when different business members have different needs.
- Relevant financial and taxation issues of business succession or sale, exit structures to minimise tax, maximising the value of your business, superannuation Issues - Retirement options, asset valuation and risk management

### **3. Business Planning** – Centre for Business Success

#### *What are the 3 keys to all successful businesses?*

Practical tips on how to write a business plan. Why an employment crisis is about to hit and what you can do about it. How to start working “ON” your business. Where do you want to be in 2-5 years? What are some strategies to achieve optimal growth. How planning becomes simple.

### **4. Marketing Your Business** with Martha Shepherd

Martha Shepherd is the winner of 2006 RIRDC Rural Women’s Award and appointed 2007 Innovator in Residence by the Centre for Rural and Regional Innovation QLD. Martha played a significant role in the development of Mrs Fields Cookies from a small US regional chain to a globally recognised brand.

Listen as Martha provides a valuable insight into how to effectively market your business and product. How to define your product and customers. What are the elements of a good packaging design. How to develop and build your brand. Emphasis on micro-business marketing and business development.

### **5. Staffing, Recruitment and HR** – Sunstate Rural Training

#### *Does your workplace have its own work culture? How do you select the right staff?*

Come along to this workshop and learn more about staff selection and planning. How to structure your organisation correctly. Learn more about relevant Acts and what they mean to your business. Communicating work roles and activities and how to maintain effective working relationships.

### **6. Change & Communication** – Jabiru Human Resource Services

How to balance your work and life more effectively. How to develop awareness, confidence and empathy towards others. How to manage stress and take ownership of behaviours. Managing the ups and downs of family business.

A workshop for the whole family to enjoy!