Testimonial - Cutcher & Neale

“Our issue was that we were successful but didn’t really know why. To use a line from Phil’s book, we were “stumbling along very successfully!”

Like most businesses, we were effectively in a constant state of crisis management; reacting to issues and resolving them, rather than pro-actively making change work for us – it was really fortunate that we were very good crisis management. It is very hard to get the best out of yourself and your team if you are forever distracted by putting out spot fires though. This in turn meant that we didn’t have the time, or the head-space available, to prepare for any unexpected downward trends.

Worse than that, we didn’t know which of our (many) strategic activities were just fixing short term problems, which were actually driving our business growth and which were just sucking up resources.

The process Bellajack used with us, helped us to develop an actual usable plan. A plan that aligns what we want to achieve in the long run that is supported by all of our day to day activity – we now know that ALL of the hard work we do every day, will deliver what we want it to!

The ultimate products of this process are detailed action plans. From a management point of view, one really only focuses on ensuring each division’s activities are achieved by following these plans. As each division completes its activities, the combined activities result in the entire business achieving our global objectives and goals. Happily this process is made simple because the Bellajack team have a wealth of experience in developing these strategic plans. They knew where we might get stuck and where we would face hurdles, and they guided us through the process painlessly - the end result speaks for itself.”

Phillip Smith,
Partner,
Cutcher & Neale
Accounting & Financial Services