



## **IMAGINE WHAT WE CAN BE TOGETHER**

**Positively impact your life in business,  
at home and in the community.**





DIY do it yourself : DIWY do it with you : DIFY do it for you

## Your Growth Journey

### **Growth Mindset**

You believe your business will develop through hard work, good strategies, and input from others. This means you have a growth mindset. So, let's talk and maybe work together.

### **Business Model**

Only agile businesses will achieve sustainable growth in the fast-changing business environment we now live in. Consequently, the business model and strategies used on your journey to date may need to be superseded.

### **Growth Map**

Your journey forward can be mapped out by undertaking a rational and impartial review of where you are now.

Business growth and your life are journeys, not destinations. You can embrace and enjoy them confidently when you have a map to follow. We facilitate the creation of your unique map using a proven methodology.

### **Better Outcomes**

Problems that arise on your business journey may result in stress and setbacks, but they are opportunities to learn, innovate and improve. Solutions, or at least better outcomes, can be realised by tapping into our resources and connections.

### **Systems and Security**

The solution to some problems is to deploy effective systems. Ideally, systems should be integrated to avoid duplication of data. Where appropriate, automation and artificial intelligence improve productivity and support scalability.

Cyber security is now critically important to minimise risks.

We can help you to select and implement your technology stack.



Value / Price Ratio

## It's Never Too Early

Grooming your business for sale, succession or raising finance takes time. It helps if you get started well in advance, and it's never too early. An attractive opportunity, or unexpected event, may arise sooner than you think, and you need to be ready to secure the best deal quickly. The action plan will likely enhance the best business practices and your legacy.

## Hidden Assets

Identifying tangible and intangible assets is essential to the value of your business. Intangible assets have become increasingly important. Too often, they can be hidden and must be identified and documented to enhance their value. This process may also discover opportunities to build new assets that substantially improve your business's value and lifestyle.

## Team Performance

A high-functioning team can propel your growth. Determine the best strategies for recruitment, retention and leadership. Consider utilising personality profiling to improve personal and team performance, satisfaction and loyalty. You can then be justifiably proud of your culture, which may become your greatest asset.

## Collaboration

One person cannot master everything. It requires a team of people with different skills to transform a business. We bring together left and right brain specialists to facilitate your growth journey.

Whatever you need, we aim to deliver ourselves or collaborate with partners and our trusted business community.



Collaboration with partners and our trusted business community





### **Colin Hunt, Founder**

Colin is the founder of EzyGrowth, EzyLeadership, EzyAccounts, and EzyAcademy, a franchisor with 50 franchisees who provide professional services to small and medium-sized businesses (SMBs).

Colin is an Entrepreneur, Growth Consultant and Mentor dedicated to making life better for people in business, at home and in the community.

### **Values-Driven Relationships**

*"Colin and I are collaborating on a number of projects. The most powerful component of that whole process is Colin's dedication to values-driven relationships. Win-win arrangements are in his DNA. Is there a better way to grow a business?"*

*No matter the project you have in mind for a JV or partnership, especially in the accounting, finance, and franchise space, Colin's genius and his network of power partners may well be able to assist. You just gotta ask."*  
*Greg Smith, Business Owner, Send Hand Written*

### **We Get It**

Our Franchisees are independent business owners familiar with the challenges you face, the worries that keep you up at night, and the importance of ensuring your business succeeds. We "get it", and, as one business owner to another, we're here to help.

### **Business for Good**

In short, a Business for Good positively impacts business performance. It has a ripple effect, spreading to its employees, customers, suppliers and partners, as well as family and friends.

We play our part in making a real difference in communities and the world by incorporating micro impacts into business processes.

*"Colin and I love this. Colin and I are doing this, and it would be great to be doing it with you."*

*Steve Pipe - Author and former UK Entrepreneur of the Year.*



# Summary

## ezyGROWTH

- Growth Facilitation
- Franchising and Licensing
- Business Valuation
- Benchmarking
- Virtual CFO
- Virtual Company Secretary

## ezyLEADERSHIP

- Business Strategy and Planning
- Leadership Coaching
- High Performing Team Culture
- Personality Profiling
- Recruitment & Retention Support

## ezyACADEMY

- Onboarding
- Training & Certifications
- Operations Manual
- Processes and workflows

## ezyACCOUNTS

- Virtual Manager/ Controller
- Business Advisory
- BAS & Tax Agent
- Bookkeeping





## Growth Programs

EzyGrowth facilitates clients in developing and implementing strategies for sustainable growth. These services are designed to grow businesses whilst avoiding the risks of falling over because they don't foresee how to grow sustainably.

Where practical to do so, services can be provided to a cohort of clients, making the fees affordable for all business owners.

You can choose from three options:

- DIY - You take full responsibility for activating and implementing changes in your business using our education, advice and resources.
- DIWY - Do it with you. Work together to grow your business, discover hidden value and realise your business and personal potential.
- DIFY - Don't you have time? Do you prefer to outsource? We will do it for you. A great option where the potential gain justifies the investment.

## Benchmarking Your Business

As a business owner, it's critical to have access to accurate and up-to-date information so you can make informed decisions about how to improve your business. That's where our Business Benchmarking Report comes in.

This report is for any business owner who wants to get a clear picture of how their business is performing compared to others in their industry. The report includes tailored information for each business and industry, so you can be sure you're getting the most relevant and useful data possible. With our Business Benchmarking Report, you'll be able to:

- Understand and compare your key performance indicators.
- Identify areas of opportunity for improvement.
- Make informed decisions.

## Business Valuations

Business valuations are critical for any business owner who wants to understand the true value of their company.

At EzyGrowth, we provide comprehensive business valuation services that can be used for a variety of purposes, including sale value, loans, and investment opportunities. Our team of experienced professionals will work with you to understand your specific needs and tailor a valuation report that meets your unique requirements.

With our business valuation services, you'll be able to make informed decisions about your company's future and maximize its value.

## Virtual Chief Financial Officer (CFO)

You can't always be on top of your company's finances as a busy business owner. That's where our Virtual CFO services come in - our team of financial experts will help you make smart decisions for your business. With years of experience in financial planning and analysis, our Virtual CFOs will be by your side, providing insights and advice when you need it most.

Our Virtual CFOs use management reports such as forecasting to give you real-time insights into your company's financial health and make informed decisions about where to invest your resources.

With a Virtual CFO, you'll have peace of mind knowing your company's finances are managed professionally, so you can focus on what you do best: running your business.

## Virtual Company Secretary

A Virtual Company Secretary is an efficient and cost-effective way to ensure your organisation complies with relevant legislation and regulations.

In today's fast-paced business environment, it is essential to have someone who can keep track of all the legal requirements and ensure compliance. A Virtual Company Secretary can provide this service without the need for a full-time employee. This can save your business money and free up resources to focus on other areas.

In addition, a Virtual Company Secretary can offer assistance on a range of issues, from corporate governance to tax law. This makes them an invaluable asset for any organisation.



## Franchising and Licensing

Franchising is a popular business model that allows companies to expand their reach while giving people the opportunity to run their own businesses.

When a company franchises, it licenses its brand and business model to someone who wants to open a similar business in another location. The franchisee pays an initial fee and gets ongoing support from the franchisor in exchange for following the company's operations manual.

Franchising can be a win-win for both parties: the franchisor gets to expand without having to invest in new locations, and the franchisee gets to be their own boss with the help of an established brand.

Franchising can be a great way for companies to grow and for people to realize their dream of owning their own businesses.

EzyGrowth is a Franchise and therefore well-placed to facilitate scaling up your business.

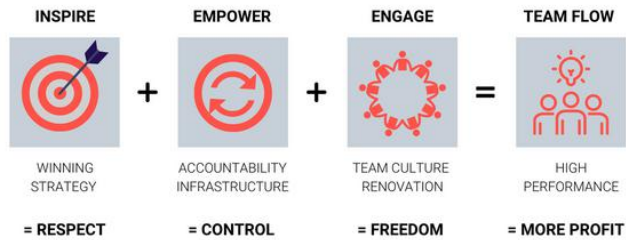








### The 3 steps to getting your team in flow for high performance



Why do we do what we do? **Because it transforms lives.**

## High Performing Team Culture

High-performance teams can have a significant impact on your company's profitability and longevity. The better a team performs, the better the company performs—and the more successful the organization is as a result.

High-performance teams are characterized by their ability to work together seamlessly to accomplish common goals. They are cohesive units that operate like well-oiled machines, with each member playing an important role in the team's success.

In order to create a high-performance team, you need to carefully select team members who complement each other's skills and personalities. Once you have assembled the team, it is important to provide them with adequate training and resources.

With the right foundation in place, high-performance teams have the potential to take your company to new levels of success. EzyLeadership provides individualised coaching and training to maximising team culture resulting in high performance.

## Recruitment and Retention Support

It's estimated that the average cost-per-hire is \$4,129 and that the time-to-fill for an open position is 42 days. That's a lot of resources – both in terms of money and time – spent on recruiting new employees.

What if you could reduce those costs by retaining your current employees?

Studies have shown that it costs much less to retain an employee than to recruit a new one. Therefore, it's essential to have strategies in place for both recruiting and retention.

EzyLeadership supports you in implementing the right strategies for your company to save you time and money in the long run.





## Igniting the Spark of Learning

Our purpose is to reignite the spark and passion of learning in others. To help them unlock their true potential and to support them in achieving their goals and dreams by cultivating inclusive and engaging learning environments.

Onboarding and training your team members effectively is essential for sustainable growth. It's now easy to use video, graphics, animation, gaming and text to document all relevant tasks and procedures. This speeds up training and ensures that operations are not disrupted when employees are unavailable.

## Learning Design Services

Our Learning Design team offers a range of services to help businesses realise the actual value of their IP, train staff more effectively and efficiently, and streamline onboarding processes.

Our e-learning platform provides engaging and interactive training content that is easy to navigate. Our team of experts can help design customised courses tailored to your specific needs. We also offer a range of support services, including a full review of current content, website accessibility guidelines (WCAG) compliance, online coaching and mentoring.

Consultancy services help businesses achieve their goals and maximise their potential. We work with clients to develop and implement strategies that improve productivity and efficiency. We also offer advice on IP protection and how to make the most of your intellectual property.



## What We Do

- Discovery- understand your needs and requirements.
- Research into the target audiences, their requirements, desired learning outcomes and inclusivity strategies.
- Perform a full review of current training and systems to ensure accessibility and provide recommendations.
- Design systems and processes, including learning management systems (LMS), that require an understanding of diverse learning methods.
- Complete project management, including review of current IP, research, storyboarding, content creation, WCAG compliance, implementation, prototype, launch and evaluation.
- Review and recommend LMS software & hosting for micro and e-learning across a variety of devices. Strong UX and UI design. Great tech support and analytics.
- E-learning consultancy, including coaching and mentoring.



## **Virtual Financial Controller\Manager**

Our virtual services enable your business to work with the best. They oversee the bookkeeping and/or accounting operations for your business. The setup of cloud-based accounting systems, along with reviews of the bookkeeping and accounting work, including accounts payable, accounts receivable, and payroll.

## **Business Advisory & Management Reporting**

At EzyAccounts, we offer a comprehensive service that goes far beyond traditional compliance work undertaken by bookkeepers and accountants.

Our management reporting services analyse your numbers so that you can track and improve your business performance. This includes but is not limited to analysis of profit\loss, assets, liabilities, capital, cash flow forecasting, budget variances and key performance indicators.

When used correctly, these reports empower you to improve your profits and efficiency, avoid problems, identify gaps, and make an informed decision on which to confidently plan for the future.

## **BAS and Tax Compliance**

We are registered BAS and Tax agents with over 10 years of experience in SME accounting. We understand the stress that comes with staying on top of GST/BAS, but we can take care of it for you. We will work with you to ensure that your BAS and Tax compliance is always up to date. We handle the paperwork so you can focus on your business.

## **Bookkeeping & Payroll**

Bookkeeping and payroll are a critical, but often overlooked, part of any small business. Not keeping up with your finances can lead to missed opportunities, cash flow problems, or even compliance issues.

## **How we support you**

EzyAccounts offers a suite of accounting, bookkeeping, and management services that can be tailored to meet your specific business needs. Whether you're just starting out or looking to take your business to the next level, we can help you achieve your financial goals.

## **Choosing the right service**

As independent business owners, we're familiar with the challenges you face, the worries that keep you up at night, and the importance of ensuring your business succeeds. We "get it", and, as one business owner to another, we're here to help.

Our bookkeepers and accountants are certified and qualified in accounting and members of relevant accounting institutes like CPA, CA, and IPA. We are a top-tier partner with Xero, Quickbooks, MYOB and Reckon with access to priority support. We can also advise and train you on the best software for your business.







## THE NEXT STEP

Let's talk!

<https://ezygrowth.world/contact/>  
[partners@ezygrowth.world](mailto:partners@ezygrowth.world)  
1300 313 397

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