

**baldry +  
sanford**  
CHARTERED ACCOUNTANTS

**Scaling up to  
boost business  
value in 2022/23**

baldry + sanford Growth Hub  
Facilitated by Clinton Sanford

**mindsh

ip**

# Today's agenda

- ▶ Welcome / Introduction and objectives of baldry + sanford Growth Hub
- ▶ Insights and emerging leadership trends
- ▶ Where will your profitable growth come from in 2022/23?
- ▶ How to improve your delegation skills as a leader?
- ▶ **Coffee break/Networking**
- ▶ Leadership resilience – The great reset
- ▶ Key actions from the day and summary
- ▶ **Lunch**

An aerial photograph of a city skyline at sunset. The Sky Tower is the central focus, standing tall against a sky with orange and grey clouds. The city below is densely packed with buildings, and a body of water is visible in the distance. The text is overlaid in white on the image.

Objectives of  
baldry + sanford Growth Hub  
WHY?

## 3 Core Elements



### **One-on-one coaching support**

With option of Online support and resources via Mindshop Online



### **Quarterly face-to-face workshops or 2.5-hour webinars**

Experienced facilitator

Highly practical, best practice hot topics

Learn through doing and apply directly to your business



### **Peer community**

Great local businesses involved

# Workshops cover a wealth of topics

Survival      Sales      Coaching

Rapid problem solving      Implementation      Productivity      Strategic Planning

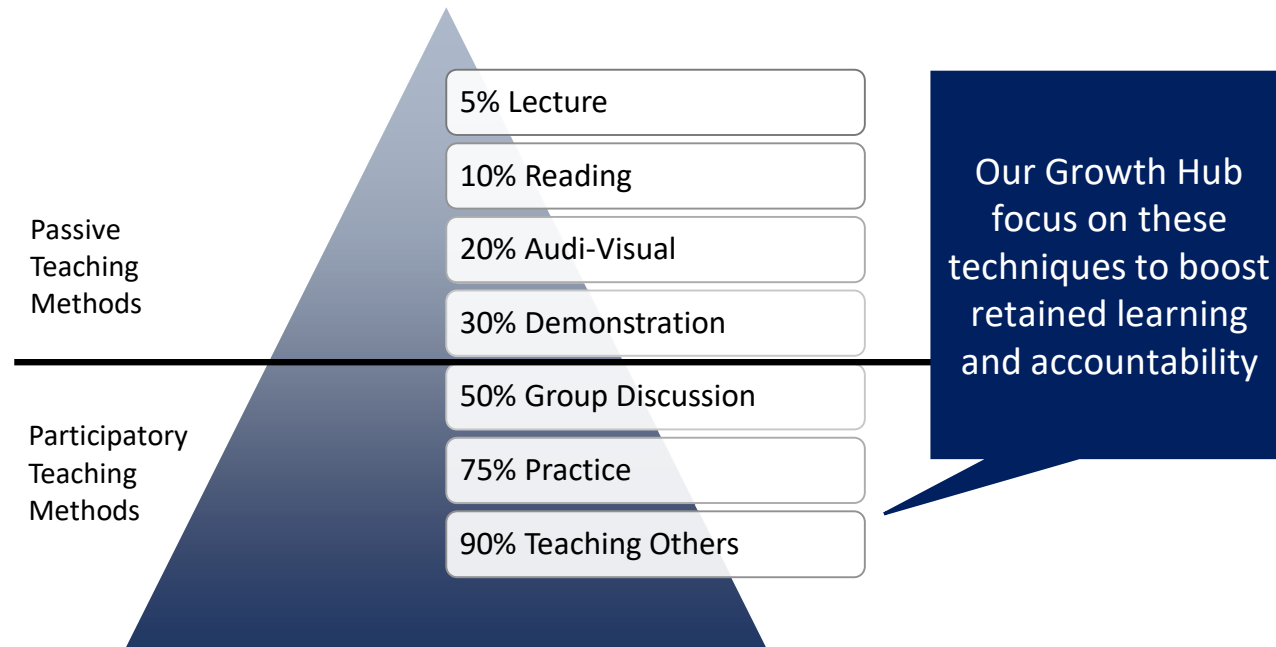
Performance      Customer-Centricity      Innovation

Leadership      Continuous Improvement      Entrepreneurship      Marketing

Problem Solving      Profitable Growth      Future-Proofing      Scaling

Managing Millennials      Change Success      Listening Skills      Resilience

# Learning Pyramid



Adapted from National Training Laboratories. Bethel, Maine.



**Introduce yourself. What is your biggest opportunity or issue for 2022/2023?**

# Insights/Emerging trends



# 2022 has certainly been volatile so far

## **New Zealand Economy Will Skirt Recession in 2023, Treasury Says**



## **Covid-19: New Zealand 'dropped off global supply chain' by many construction material suppliers**

## **CEOs are joining the 'Great Resignation,' trading fatigue for family time**

The number of departing CEOs in the final quarter of 2021 was up 16 percent on a year-over-year basis, as top brass felt the burnout.

## **New Zealand raises interest rates amid inflation concerns**

*Reserve Bank of New Zealand lifts benchmark interest rate to 2 percent in fifth consecutive hike.*

# 5 reasons why it's a good time to thrive



Competitors dropping the ball



Unsettled customers – looking for better solutions



Unsettled team members – looking for better businesses to join



Higher technology adoption in the market



Evolving customer demand creates opportunities

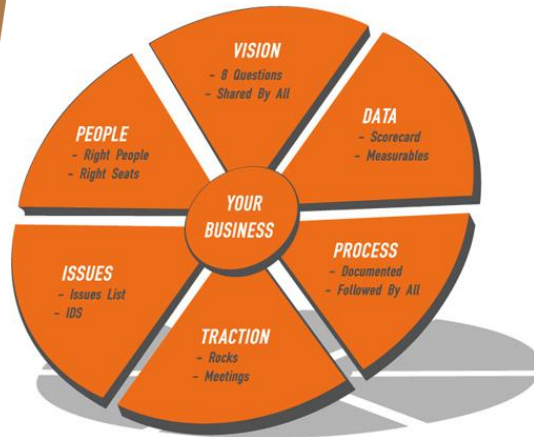
## Definition of 'scaling up'

“A scaleup is a company  
achieving at least  
20% growth annually in the past 3 years”

What are some of the pro's and con's of 20% growth  
each year for 3 years?

# No shortage of 'scale-up' models

## EOS - Traction



## Scaling up – Verne Harnish



## Mindshop – Strategic Planning



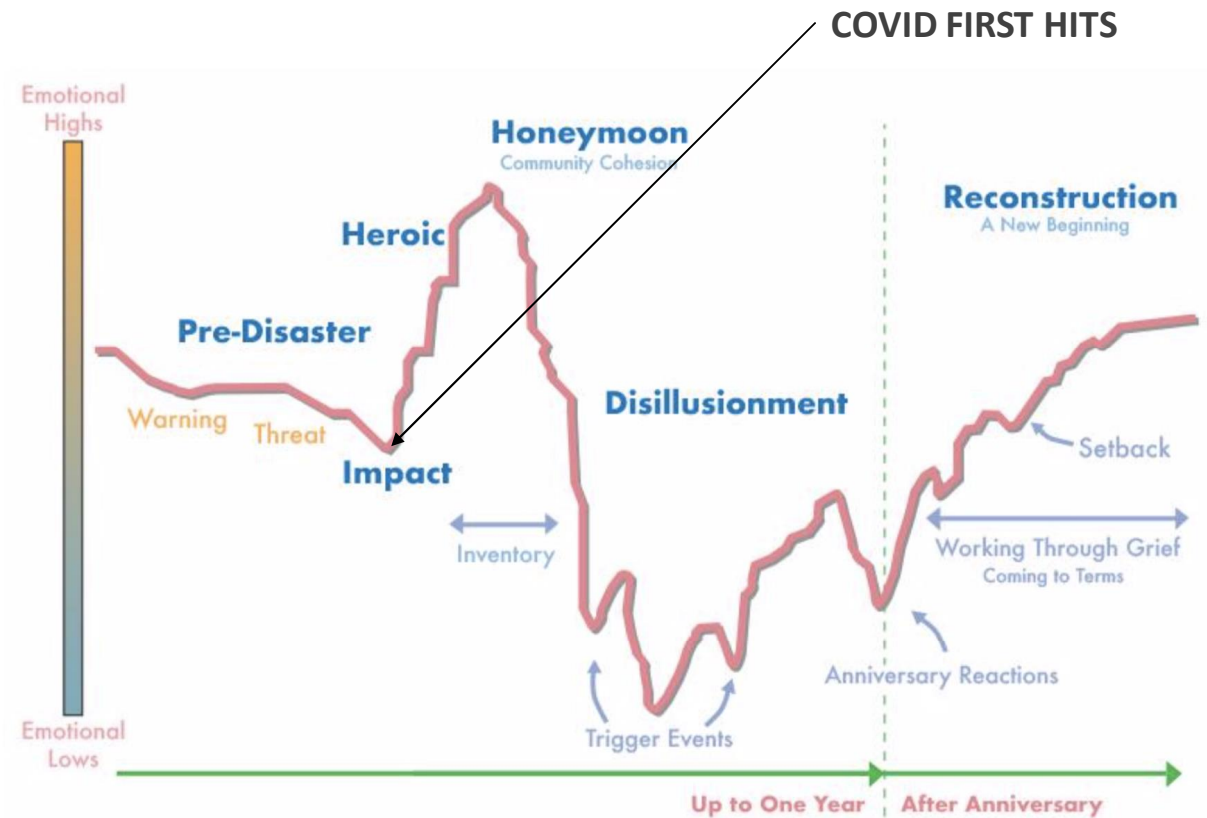
Similar components and all link to high performance. Many Mindshop tools cover each area.



# Watch for continued fatigue in team

Model highlighting the “Pandemic tail of exhaustion from COVID” in article from Dr Darryl Cross

<https://www.linkedin.com/pulse/pandemic-tail-its-called-exhaustion-darryl-cross/>



Zunin & Myers as cited in DeWolfe, D.J. (2000 ). *Training manual for mental health and human service workers in major disasters* (2nd ed., HHS Publication No. ADM 90-538). Rockville, MD: U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services.

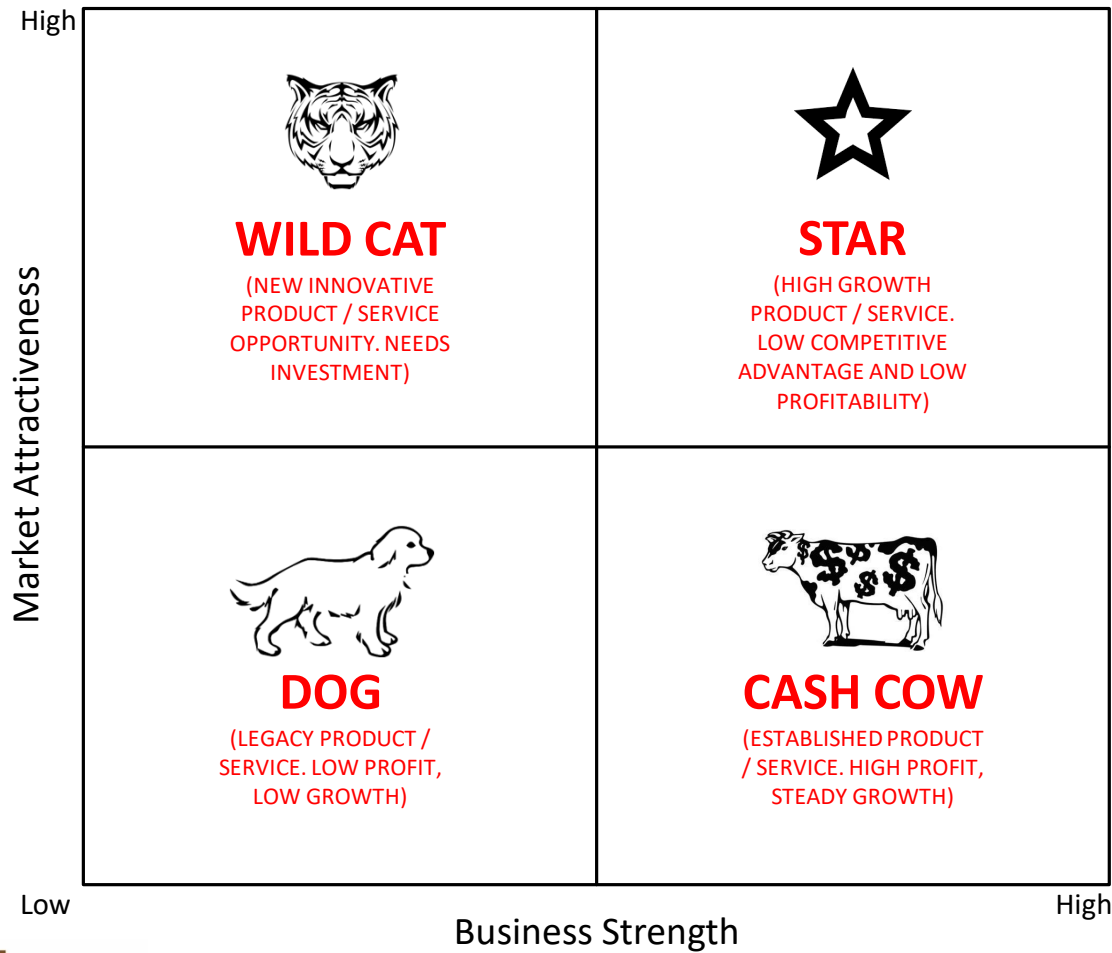
Where will your profitable growth come from in 2022/23?

A large, modern industrial building with a glass facade and a blue sky background. The building has a prominent glass section and a blue sky background. The text is overlaid on the right side of the image.

**20% of your products / services  
will provide 80% of your profit**

**20% of your products / services  
will drive 80% of your losses or  
low profit work**






**Q:** “What quadrant do you feel your biggest opportunity for profitable growth is at present?”

**A:** “STAR”

**Exercise:**

Discuss in pairs a STAR product / service you want to turn into a cash cow and how

# How to improve your delegation skills as a leader



**Through COVID the best leaders /  
owners often became problem  
magnets**

**Most are 100% full so they need to  
work smarter not harder**

# Leaders need to watch being the accidental diminisher

## LEADERSHIP ASSUMPTIONS

**Diminishers**

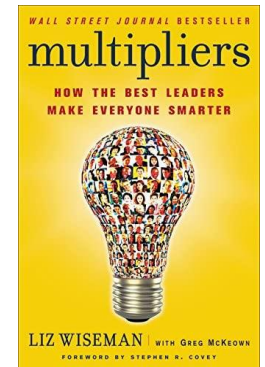
**EMPIRE BUILDER**  
"People need to report to me in order for them to get anything done"

**TYRANT**  
"I need to be forceful with my ideas in order to make them powerful"

**KNOW-IT-ALL**  
"I need to have all the answers"

**DECISION MAKER**  
"The smartest, most senior people should make the decisions and others should execute them"

**MICRO MANAGER**  
"People will never figure it out (or be successful) without me"



Ref:  
<https://medium.com/@kearaduggan/multiply-your-teams-talent-407b9ec6f281>

# Delegation: Your role 2022/23

- ▶ **Exercise:** Discuss in NEW pairs one action in each of the 3 columns you can undertake in the next 30 days?

Tasks to delegate "What can you delegate?"	Tasks to stop doing "What will you say 'No' to in 2022/23?"	New Tasks to take on board "What can you take on to help boost business value in 2022/23?"

Coffee break/networking

# Leadership resilience – The great reset



David Smorgon  
CEO Pointmade

I've always regarded failure as a detour and  
not a defeat

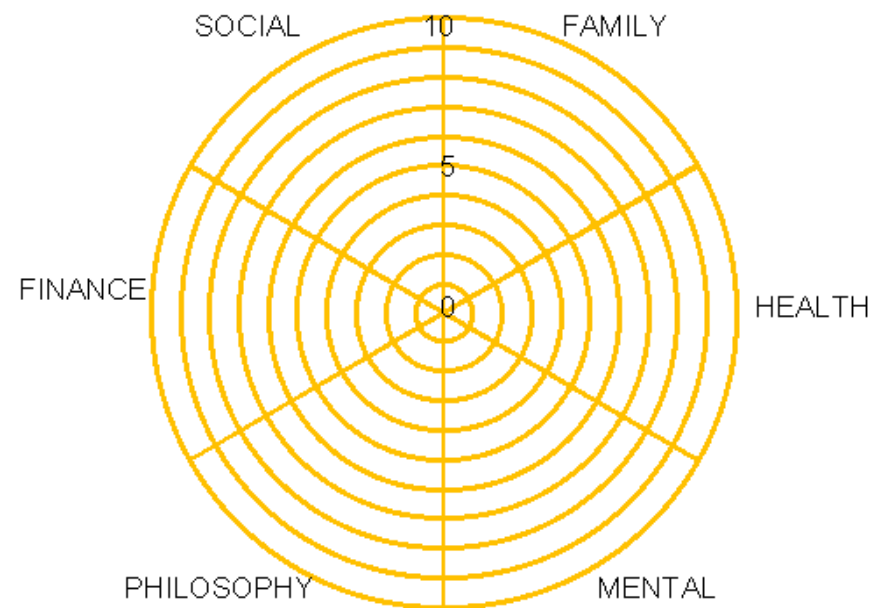
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# Life Balance – How to ensure the best version of you turns up each day

- ▶ Foundation of strength / resilience for leaders in 2022/23 will come from greater Life Balance
- ▶ Leaders need to work smarter not harder to maintain the energy required to drive change and stay agile
- ▶ Where are your gaps?



## Exercise

Discuss gaps and actions to address it with a peer

# Key actions next 90 days and summary

A hand is shown pointing upwards with the index finger. A bright, glowing line of light starts from the tip of the finger and extends downwards and to the left, ending in a cluster of sparkling light particles. The background features a dark blue world map and a bar chart with three bars of increasing height. The overall theme is business growth and technology.

**Top 3 strategies  
Scaling up to boost business value**

## Summary from today

- ▶ baldry + sanford Growth Hub is a great way to learn, be challenged and accelerate your growth and profit objectives annually
- ▶ Scaling and boosting business value insights – right time to thrive
- ▶ Used Product Portfolio Analysis for profitable growth insights
- ▶ Delegation as a busy leader. Don't be an accidental diminisher
- ▶ Leadership resilience – achieving greater life balance. Bring the best version of you to the business
- ▶ How to be number one in your market in 2022/23

**What is your key insight from the day?**

Thank you for attending

Next workshop is  
27<sup>th</sup> September 2022



# Lunch