

BA Practice Mentor *Your External Business Manager*

This program is designed for the principal and partners of accounting firms who know that they would benefit from regular mentoring and coaching support, but do not want to take on a full practice development program (or already have done so and would like to maintain an ongoing, lower level, business relationship). At Business Aptitude, we bring a high level of understanding and experience in working with accounting firms to this process.

Through monthly strategic review meetings, we will cover areas relevant to practice management including :

- Practice strategy
- External (marketing) communications
- Client management
- Systems development
- Team development

Specific goals and targets will be established to allow objective measurement of outcomes. We will help you set up and maintain a monthly reporting process to ensure that this information is available. We will also provide templates and documents where necessary to assist you in achieving your objectives.

Key elements of the program include :

- Initial self-assessed audit to gauge key issues for practice development. We will provide a questionnaire for the audit, and will provide a comprehensive report on the results of the audit.
- Monthly 1 hour strategic review meeting at our premises (or alternative teleconference)
- Ongoing email Help-Desk to assist you with practice development issues
- Weekly or monthly KPI / benchmark reports to assess practice development
- Telephone and email support as required

The program can be run on the basis of a monthly face to face meeting or more regular telephone contact for non-metropolitan firms.

For further information, contact Business Aptitude on Ph 02 9904 8400 ... or send us an email at support@bizaptitude.com.au .

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