

# Business Matters Newsletter

August 2016

Vol. 2 No. 1

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***Build Your Pirate Castle***

## Build Your Pirate Castle



We use the proprietary CASTLE-R system for helping business owners understand their business (you need a touch of Long John Silver in the pronunciation).

CASTLE-R is an acronym that stands for:

- **C**ontrol
- **A**spirations
- **S**trategy
- **T**actics
- **L**everage
- **E**volution
- **R**esilience

**Control** refers to the business owner's mastery of the financial performance of the business, from knowing

his or her breakeven volume to understanding and improving the key levers that have the most impact on revenues and profit. Most business owners do not pay enough attention to projecting and meeting key metrics. One important role we play is to help our clients get control of their business and grow it proactively, while focusing on the numbers that really matter.

**Aspirations** are the business owner's long-term goals for the business. Without high aspirations for the business, the business owner will not be motivated to make any changes or difficult decisions required for lasting success. We help business owners get back in touch with their passion for starting the business, set their most ambitious goals, and – if they have lost their spark -- help them be excited about going to work in the morning again.

**Strategy** is a plan for the business to compete and dominate its market. We can provide enormous value by helping our clients clarify their positioning in the market, target customer, products, services, and what they do best.

**Tactics** are ways our clients will achieve their metrics to create a profitable enterprise and get visible in their marketplace.

**Leverage** refers to a variety of ways for the business owner to build a business that runs without him or her. With proper leverage, the business owner can focus on setting direction and standards, make more valuable use of his or her time, build an enterprise that has significant worth, and achieve his or her aspirations. Most business owners have jobs, not businesses.

Perhaps our most important role as a business coach is to show the business owner how to shift from, as Michael Gerber describes in his *eMyth* series of books, working in the business to working on it.

**Evolution** describes the way that the business owner will continue to learn and develop, including new skills, attitudes, beliefs, and knowledge.

**Resilience** refers to both the business and the business owner/CEO. How will the business cope with unexpected events, many of which are predictable? How will the business owner cope with the stresses and strains, together with the inevitable setbacks of running a business?

Over the next few newsletters, we will explore these elements further – to subscribe, email [enquiries@iwanthomasassociates.co.uk](mailto:enquiries@iwanthomasassociates.co.uk).

### **August VIP Day offer**

One way we help clients is through VIP Days, normally virtually, but also face to face. This enables the client to concentrate on one aspect of their business in an intensive way (although it is possible to split it into two half days).

If you book a VIP Day during August, and take it up before the end of September 2016, we are offering a special price of £750. For further details or to discuss a face to face day, please call 0121 698 2318.

### **Roundtable**

Many businesses do not sell, although your Pirate Castle should be attractive. To help business owners prepare for eventual sale we can work one to one, which is demanding.

In order for business owners to share experiences, we are launching an **Exit and Succession Planning CEO Roundtable** in Birmingham in October 2016 (other venues may be available, depending on demand). For further details, see our website, or email [enquiries@iwanthomasassociates.co.uk](mailto:enquiries@iwanthomasassociates.co.uk) for an invitation to our no cost introductory seminar.

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