



Robert Nankervis
Propelling Performance

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The untapped advantages of being small

Whilst the dream for SME business owners is for their business to set them free, lots of them get overwhelmed by the challenges of growth and frustrated by a lack of performance – not a great End of Financial Year present for many.

Rob Nankervis, Melbourne-based advisor to mid-tier growth firms, and author of upcoming book *The Sinkhole and the Vortex*, is encouraging business owners to embrace the advantages of their smaller scale as they plan for the new financial year.

“What I’ve found is that whilst they typically have more passion for their business than their larger, bureaucratic competitors, and they can be much more decisive and nimble, they often lack the tools and knowledge to grow to the next level”, explains Rob.

Only 4% of businesses grow to medium size (having 20-199 staff), and Rob attributes this to an incapacity to build a business system beyond the skills and management control of the founder/owner. However, as these ~80,000 businesses employ a significant slice (23%) of the Australian workforce, even a minor improvement in sector performance will drive substantial positive outcomes for the economy. Together with smaller businesses, the total SME cohort employ 70% of Australian workers and produce almost 60% of national output.

June is a great time for owners to reflect on their year, and in particular those aspects of strategy, people, execution and cashflow that might need consideration as they launch back into the new financial year. Rob suggests some key questions to consider: “are we clear on the organisation’s purpose, do we understand how to meet the needs of our customers, have we got clarity on our few key priorities, and do we have measures and accountabilities for delivering on them - that’s how you get the power of alignment across the business to support profitable growth”.

[Robert Nankervis](#) FCPA, FAICD, FGIA
Business Consultant | Advisor | Executive Coach
+61 1300 369 321
+61 412 123 790

rob@robertnankervis.com.au

www.robertnankervis.com.au

PO Box 41, Burwood, VIC, 3125