



Small Business Advisory*

This newsletter is the communiqué for Small Business Advisors Limited, Bermuda Business Coach™, and The Vision Transformation Process Report™

WE EDUCATE, MOTIVATE, & ENCOURAGE ENTREPRENEURS™.

Summer/Fall 2008



SMALL BUSINESS ADVISORS ANNOUNCES REORGANIZATION

SBA ANNOUNCES NEW PARTNERS AND NEW PROGRAMS



David Hills, President of Small Business Advisors Limited, is pleased to advise all clients and friends of the company that three new partners have become involved in the operations of the business.

Mr. Anthony Foster is the President of Bermuda Sanitation & Engineering as well as a principal in Myera Bermuda and Myera Inc. He brings many years of entrepreneurial experi-



ence to our team. He is also on the Board of the Bermuda Small Business Development Corporation.

Mr. Raymond Tannock joins our team having had many years of experience as an entrepreneur. Mr. Tannock is well known in our community and has a great sense of giving back to entrepreneurs. He is a Past Chairman of the Board of Bermuda Col-



lege, a Past President of Kiwanis, and he sits on a number of Boards.

Mr. Clarence Borden has been involved in many organizations and has significant experience in the hospitality and construction industries. He is involved in helping many people through his experience as a counselor

We welcome these individuals to our team. And look forward to expanding our services to our clients.



What's Inside:

Bermuda Business Coach™

SBA announces new partners and new programs.

David's Dialogue

Our new alliances with BizLaunch and SuccessCare® are to help entrepreneurs plan a business, launch a business, and grow a business..

Client Profiles

SBA profiles one of its clients, Thomas United Company Limited— d/b/a Upper Crust Gourmet Pizza and Indigo.

SBA Email Booster Shots

A summary of recent "boosters"

The Plate Spinner Syndrome™

Examples of entrepreneurs "out of focus"

Bermuda Small Business

Take advantage of Bermuda's opportunities. To learn more attend our **Profit by Design Management Seminar in Fall of 2008** Call Clarence at 295-7832

Great Business Books

Some suggested reading to make you more effective.

"If you and I were to meet at the end of your life, what would have had to happen for you to feel you had optimized your money-making potential, enjoyed a great quality of life, and achieved your life goals?"

David Hills, CA

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DAVID'S DIALOGUE

SBA is pleased to announce new alliances that create new opportunities for us to provide additional services to our clients and to small and medium sized businesses in Bermuda. (SME's)

SBA has created an agreement with BizLaunch, a successful Canadian Company whose focus is on training and education for entrepreneurs. They are particularly targeted towards persons who are Thinking of starting a Business, or who are Launching a Business.

SBA will be introducing these programs in the fall of 2008.

SBA has also entered into a licensing agreement with SuccessCare® , a Canadian company that has developed a unique program to assist entrepreneurs in creating an appropriate succession plan for their business.

We are pleased to be able to provide these programs to SME's in Bermuda given the essential role that these enterprises play in our community.

We are also pleased to announce that our coaching program, The Vision Transformation Process™, will be starting again in October of 2008.

This is a four times a year program with the goal of assisting entrepreneurs who want to grow their business to learn new tools that they can apply in a confident manner in their business.

For more information on all of these programs please contact the office at 295-7832 or email us info@smallbusinessadvisors.ca

PROFILING SBA CLIENTS



In this issue we spotlight Thomas United Company Limited. The operators of Upper Crust Gourmet Pizza, formerly know as Four Star Pizza, have significantly completed a major re-invention of their business and its operations. Many may recall a famous remark by the business guru, Tom Peters, who stated that "if it's not broke, then break it" so you will have to fix it. Every business needs to assess its operations and products and reinvent itself if it is to move ahead in our ever-changing world. Marico Thomas is doing just that. Notwithstanding the loss of a key location a couple of years ago he undertook a major re-creation of the business with a new look, new menus, new food creations and a different approach to the business. The results to date have been gratifying to the company and they are continuing to evaluate and assess all of the expansion options available to them as this plan moves ahead.

What can you do to reposition your business to take advantage of your market niche?



SOME SBA EMAIL BOOSTER SHOTS™

BOOSTER SHOT #223

Dreams. Having our dreams permits us to aspire to achieve new heights or to experience new things. I prefer to think of dreams as rehearsals for what it is you would like to achieve in your life. They give you permission to think beyond your current circumstance. They are positive reinforcement about your desires, your hopes, and your expectations. All of us have dreams. Even though they may not always be acted upon they provide a certain sense of calmness, hope, and positive thinking.

"Some dreams are big, Some dreams are small. Some dreams are carried away on the wind and never get dreamed at all. Some dreams tell lies. Some dreams come true. I've got a whole of dreams that I can dream for you!" – Allan Taylor – singer/songwriter (visit www.allantaylor.com)

BOOSTER SHOT #214

Complexity. If you happen to use the new Vista operating system then you have a great example of complexity. They have achieved a new level of complexity that has even very large corporations staying with old technology. What changes are occurring in your personal "operating system" that is making your life or those around you too complex and creating stress and unhealthy behavior? Can you make a list of the things that are causing this complexity? Can you reduce or eliminate some of these by simplifying your life? Take a moment and take some steps to create a more relaxed and better life position by acting on some of those areas.

"The older I get, the more wisdom I find in the ancient rule of taking first things first - a process which often reduces the most complex human problems to manageable proportions." - Dwight D. Eisenhower

THE PLATE SPINNER SYNDROME™

If you are not familiar with my concept of the Plate Spinner then all you really need to know is that most entrepreneurs attempt to be "all things to all people" and get so many plates spinning that they cannot focus on what is the most important action in their life and business. For more information and to take our Plate Spinner Test visit www.bermudabusinesscoach.com and take our **FREE TEST**.

In following issues of this Advisory we will be highlighting an example of a plate spinning activity and I encourage you to send me your ideas and observation to dhills@ibl.bm

A great example – you go into a small business and the owner is typing letters and filing correspondence as they feel they cannot afford administrative help. The time spent doing this, given the value of the owner to the business, is significant. Try using a temporary agency to provide an administrative person 3-5 hours a week to do these kinds of things for you.

Focus on money making or rejuvenation time activities.



TAKING ADVANTAGE OF BERMUDA'S SMALL BUSINESS OPPORTUNITIES

Bermuda's reputation is one of an international business centre focused on re-insurance, captive insurance, and financial services. As a result a lot of focus in the media is on the implications of these activities, the costs of doing business, and the impact that these enterprises and their employees (local or foreign) have on our economy.

There is no argument that Bermuda's financial health is tied very closely to these companies and their activities. It impacts everything in our economy and affect our everyday lives in a very substantial manner.

Although there is no actual count of small business in our island home it is apparent to me that entrepreneurial activities are very significant. As in any economy small business plays a major role in employment, wages and salaries, and tax contributions as well as providing a broad range of services and products to the public and to the government.

Small business activities are really the backbone of our economy and help to ensure that we have balanced economy. All of our banking services focus efforts on the small business sector and the government is developing additional initiatives via the Bermuda Small Business Development Corporation to create new programs to assist entrepreneurs.

Opportunities abound in Bermuda for the action-oriented entrepreneur. Whether it be retail operations, services to companies, services to residential consumers, products new or old, there are market segments to be served. Bermuda is a consumer driven society and the per capita income allows individuals to use services in order to protect their family time.

If you are considering taking the risks associated with entrepreneurship then talk to the folks at the Bermuda Small Business Development Corporation or give us a call for a free one-hour consultation or attend one of our **Profit by Design Management System™ Seminars** which are held monthly. The next seminars will be held in the Fall of 2008. Call Clarence at 295-7832 for more information and to receive a free Starter Kit. We look forward to working with you in your business.

Our goal: **BE THE PREEMINENT PROVIDER OF EDUCATIONAL PROGRAMS FOR SME'S
IN BERMUDA**

GREAT BUSINESS BOOKS

"Who's Your City?" - written by Richard Florida. A great book about what drives our economic system in the world. The focus is on how the creative economy is making where you live one of the most important decisions of your life.

"The Myths of Innovation" - by Scott Berkun.. A great explanation as to where great ideas come from and how they get implemented.

Reading books that educate and build your confidence should become a new habit for you!

Any feedback can be sent to David at dhhills@ibl.bm.