



# Innovation + Action = Growth

## The Challenge

Knowing what your goals are, when to apply new ideas and how to take advantage of current market opportunities are all part of the challenge in running a modern business. Such issues are typical to all businesses in today's rapidly changing landscape. Our future success is dependent on continually adapting to new ideas, new competitors, new products, changing markets and demand.

As a business owner or senior manager, addressing these challenges can be daunting: where to start, finding the necessary time and resource and access to sound business experience to discuss your plans. This is where Optimal Executive fits: we partner with you to identifying earnings growth opportunities, guide you in applying innovation and assist in the implementation of actions to achieve your true business potential.



## What We Bring To Your Business

Optimal Executive Advisors typically focus on SME's to medium-sized companies wanting to achieve strong growth through the implementation of a "make it happen" action plan. Working with the owner and/or management team, Advisors provide specialist support to achieve meaningful outcomes for your business. Our capabilities draw from the team's combined experience, skills and successful track 'hands-on' record across a wide

range of Enterprises. Our Business Advisors have owned and managed businesses and we recognise when tough choices must be made. We understand for example that strategy doesn't just stop with a plan: it's the implementation that will determine success or failure.

## Understanding Your Needs

Optimal's Business Advisors bring experience from senior roles in corporate, private or government to offer a range of client services spanning leadership and management, strategy, sales and marketing, finance, governance, operations and all aspects of M&A.

We understand SME's and how to work within resource restraints that often present challenges when seeking optimal outcomes.

We appreciate that as an owner, you need to see value in for your investment, be this in funding, your time or some other valuable resource. And we work with you towards achieving your goals, not for you: this engenders stronger buy-in throughout the organisation and offers greater chance for long term success.

The changing industrial business environment, both within Australia and with international trading partners, offers new opportunities for companies to make the most of growth initiatives. This is where Optimal Executive adds value.

Contact us for a no obligation discussion to see how Optimal can benefit you and your business.



## Small & Medium Enterprise Specialist

Contact Optimal today