



# Small Business Advisory\*

This newsletter is the communiqué for Small Business Advisors Limited, Bermuda Business Coach™, The Vision Transformation Report™, The Effectiveness Maximizer Report™, and The Profit by Design Management System Report™..

Fall 2004



## BERMUDA BUSINESS COACH™ TO ASSIST ENTREPRENEURS

### SBA announces schedule for Bermuda Business Coach™.



David Hills, President of Small Business Advisors Limited, is pleased to advise all clients and friends of the company that a schedule has been developed for the presentation of our new program, **Bermuda Business Coach™**. This program encourages both existing and new clients to partner with us to identify the best suite of services to help them achieve "Smooth Sailing Status™". The process of establishing both per-

sonal and business goals, creating your effective Economic Engine™, managing the diverse areas of your business, and having a great quality of life is, to say the least, the most challenging aspect of being an entrepreneur!

The program will start in mid-January and run every second month for the duration of 2005.

Each session will start at 6:00 PM and run for three to four hours. The location, although not finalized, will be in Hamilton and our intention is to be in a central location.

The sessions are scheduled as follows for the year 2005:

Monday, January 17

Monday, March 7

Monday, May 9

Monday, July 11

Monday, September 12

Monday, November 7

Each program will be limited to 12 participants.

A Starter Kit will be provided to each participant for each session.

A light snack will be provided together with refreshments.

Registration forms are available from our office at 238-1682. You can also visit our web site at [bermudabusinesscoach.com](http://bermudabusinesscoach.com).

The cost of the annual program is \$995, payable in advance.

#### What's Inside:

##### *David's Dialogue*

Maintaining your focus in a busy world

##### *Client Profiles*

SBA profiles one of its newest clients, The Emerald Financial Group.

##### *SBA Email Booster Shots*

A summary of recent "boosters"

##### *Retirement Lifestyle Advisors Limited*

Preparing for an active life after retirement

##### *SBA Alliances*

**Troncoosi**—the role of Public Relations

##### *Great Business Books*

Some suggested reading to make you more effective.

##### *Bermuda Business Coach™*

Visit our new web site for this exciting new program for entrepreneurs. The address is [bermudabusinesscoach.com](http://bermudabusinesscoach.com)

*"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*

#### Contact Information

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## DAVID'S DIALOGUE

### Maintaining your focus in a busy world!

I have described in previous issues The Plate Spinner Syndrome™. It seems that the more entrepreneurs I meet that the more examples of this I identify.

So many people seem to be so busy. They are running to and fro and sometimes, it seems, rather blindly. They are driving themselves literally crazy as they attempt to juggle so many issues and tasks. Have you looked around yourself and noticed these friends or colleagues of yours?

Particularly as we move ever closer to the Christmas season, a time of supposed peace and tranquility, the frantic pace seems to

quicken. More to do, little time to do it, and the effect it has on yourself, your family, your employees, and your friends is quite remarkable. It can be analogous to a flu bug going around the community. You can, if you are not careful, infect everyone with this "not enough time" flu!

It is really important at times like this to take a step back and to assess what is really important. If you are not a "list" person might I suggest you start now! Overcoming the Plate Spinner Syndrome™ is all about the little steps we take to improve existing situations. Make a list of the three or four most important things for you to accomplish over the next month. Assess their significance and what it will take for you to take them to a satisfactory conclusion. If you create a longer list then you will not address the key issues. If there other

things that you feel "should" be done then look around and see to whom you might assign these tasks. Have you employees that can do these things, a family member, or can you outsource the activity or activities?

Please remember that your objective is to create a "balanced life." This can only be done by delegating those activities which really do not need your attention and focusing on those things that are critical to your personal and business success.

In this way you can start to overcome "The Plate Spinner Syndrome™".

Good luck—stay focused and enjoy your life.

For more information on overcoming The Plate Spinner Syndrome™ call David Hills at 238-1682 or visit our web site.

## PROFILING SBA CLIENTS



**EMERALD**  
FINANCIAL GROUP

Headquartered in Bermuda, **Emerald Financial Group** is a diversified and independently owned financial services firm, offering a full range of services to individual investors, businesses and institutions. Since its inception in 1992, Emerald has grown to become one of Bermuda's leading investment firms, providing investment management, financial planning, pension management and online brokerage services. Contact Emerald at **292-3235** or visit their website @ [www.emerald.bm](http://www.emerald.bm)

**Directrade**, Emerald's online brokerage affiliate, is one of the first online companies created exclusively to cater to the needs of the offshore investor. Industry-leading technology allow investors to buy and sell U.S. listed stocks, international stocks (ADRs), mutual funds, bonds and options at a fraction of the cost typically charged by traditional brokers. Directrade also provides online foreign exchange trading at inter-bank rates. To find out more visit [www.directradefx.bm](http://www.directradefx.bm).

## SOME SBA EMAIL BOOSTER SHOTS™

### Booster Shot #9

Spend a few moments each day and reflect on all of the great things in your life. Too often we get caught up in the news media frenzy of negative reporting and thinking. If we believed everything we read and see then you might think that there is no future! There is a great future – leverage off of the positive things in your life and abilities and make great things happen!

*“The customer is the boss” – David Glass, CEO, Wal-Mart*

### Booster Shot # 12

“Old is new again!” Have you ever noticed how often an idea you had to do or create something did not seem to do anything or gain enthusiasm from your partners? And then you notice, a few years later, how it is now the “in thing!” It is my experience that new ideas are merely “old ideas recycled”. How long has it been since you re-examined some of your best ideas that you never implemented to see if the time might now be right? Take an hour this week and review some of your past insights – you might be surprised at what you find! “

*Leaders get results through people” - Patricia Fripp, Past President, National Speakers Bureau*

**If you wish to subscribe to our weekly SBA Email Booster Shot™ please visit our website at [www.smallbusinessadvisors.ca](http://www.smallbusinessadvisors.ca) and go to **Subscribe to Booster Shots** or call us at 238-1682.**

## INTRODUCING RETIREMENT LIFESTYLE ADVISORS LIMITED



Karen Schellinck-Hills, Managing Director, is pleased to announce that the company is now “open for business”. The company’s mission is:

*“We work with those who wish to be ready for a great After Work experience. We have created the After Work Transitions™ programs to help individuals decide when, where, and with whom they wish to spend their time After Work.”*

The Program uses a series of seminars to take people through exercises and discussions that assist them in defining their After Work Plan™. These seminars are as follows:

- Things to do After Work™(required)
- Making a Difference After Work™
- Starting a Business After Work™
- Re-kindling Your Love After Work™
- Places to go After Work™
- Changing Your Career After Work™
- Living Single After Work™
- Be Financially Ready After Work™

All seminars cost \$99, payable in advance. The location for the seminars is in Hamilton.

For more information and to learn more about becoming a member of the After Work Transitions Club™ please contact Karen at 295-7832 or by email at [karen@retirementlifestyleadvisors.com](mailto:karen@retirementlifestyleadvisors.com)

## TRONCOSSI—THE POWER OF PUBLIC RELATIONS—A NEW ALLIANCE FOR SBA

SBA is pleased to announce that they have formed an alliance with Liz Tee and her professional team at Troncosi. This firm, which was formed in 2000, has as its mission, the following:

*"We are Bermuda's leading PR consultancy. We have a passion for innovative communications. We provide our clients with direct access to experienced specialists who help them shape their images, improve their reputations and maximize relationships with their target audiences. We believe in designing campaigns that not only improve our clients' positioning but, also build brands. Because we believe that great brands make great companies."*

Liz and her team are working with a wide cross-section of businesses in Bermuda to assist them in meeting their business goals. They provide a broad range of programs and services tailored to the needs of each of their clients.

If you have a need to be better positioned in Bermuda or abroad and wish to get your message out to potential clients or stakeholders in a more effective manner we would suggest you contact Liz at 292-5838 or by email at [liz@troncosi.bm](mailto:liz@troncosi.bm)



## GREAT BUSINESS BOOKS

SBA is interested in educating small and medium-sized business. To that end we will be suggesting some reading from time to time that we feel can be of benefit to our clients and friends.

In this issue we feature two books that encourage and educate on what you do to create "great companies" and to develop your services in such a way as to make them "remarkable" and "unique".

The books are:

1. "Good to Great", by Jim Collins, the well known author and researcher into the ways of good business.
2. "Purple Cow", by Seth Godin, also well known for his books on public relations and positioning.

Both of these books are available at the Phoenix Book Store. Good luck and good reading.

Any feedback can be sent to David at [dhhills@ibl.bm](mailto:dhhills@ibl.bm).