

10X factor for local firms

“Business is a lot like a game of tennis – those who serve well usually end up winning.”

– ANON

Serving well requires a variety of skills, information and temperament, which in turn requires suitable coaching. Business is no different in theory and application. An apt coach can completely change the complexion and results of your business with their experience and skills.

Business coaching or mentoring, as it's called, can provide you with inspiration, ideas and an ability to think outside the square to improve business performance and achieve high levels of success.

North Shore businesses can now benefit from a coaching club service that can help them boost their business success up to ten times.

Leading Business Franchise 10X has partnered with local accounting firm RES Business Development to provide highly-leveraged mentoring services and a system for success to small businesses on the North Shore.

RES Business Development have been selected by 10X Limited, Australia's leading business performance franchise, to bring the highly successful 10X Coaching Club to local business owners. Butch Mawdsley of RES Business Developments, the only firm in the North Shore to receive this accolade, is excited by the benefits the 10X opportunity represents for his firm and the local economy.

The team at RES Business Development Limited is passionately involved in helping business owners unlock the hidden potential of their businesses while improving their

personal satisfaction and quality of life. Butch has wide experience in Chartered Accounting and commerce built up over many years working with companies from small right up to multi-national corporations.

“Previously we observed most businesses just filed the details of the coaching sessions and waited for the next session. The 10X Coaching Club aims to help the entrepreneurs to drive their business forward by empowering them with the tools and processes for doing so,” Mr Mawdsley told *Northern Focus* from his office in Albany.

“For too many years we've seen small to medium size business owners sacrifice far too much for their business, sometimes to the detriment of their personal lives and not receive the rewards they deserve,” he said.

CEO of 10X Limited, Nic Clark, makes no apologies for being scrupulous about who 10X partners with. “RES Business Development were selected because they have the expertise, resources and commitment necessary to support our vision of positively impacting 12,000 businesses across Australia and New Zealand per year.”

Butch Mawdsley has thrown the weight of his accounting practice behind the 10X maxim with the opening of his 10X North Shore franchise, stating that his specific mission is to: “Attract business owners who are truly committed to expanding their business, their knowledge, their leadership style and their ability to produce results. Then, in partnership, together, we fulfil on their vision, increase their profitability and the value of their business asset, all while positively impacting their quality of life.”

By partnering with 10X, RES Business Development is able to leverage the combined knowledge and expertise of Australia's top industry performers and



Butch Mawdsley.

business mentors with the 10X Coaching Club model – a powerful system that sees small business owners take their business from 1x, 2x, up to 10x its current levels of gross revenue and profitability.

“This Coaching Club model is suitable for any type of business or industry. Business owners take the responsibility upon themselves, with every member in the coaching club reporting back on activities of the last 90 days, and use the process of ‘decision times action equals results’,” Butch explained.

Industry expert and 10X Chairman, Rob Nixon, believes the business owners need a proactive accountant who can assist them with growth strategies, improving cash flow, increasing profits, and asset protection and succession planning.

Having grown up around small businesses, the 10X founders have experienced first-hand the adage that “if the business is going well, the family is going well” and the sad implications when the opposite is true. Ryll Burgin, 10X Director of Marketing and Sales, is proud to admit that this is one of the formative ideas behind the 10X concept and mission, which is “to make a real difference to the lives of small business owners, their families, and their communities.”

One of the reasons The Coaching Club model is so successful is because it gives business owners a professional circle of support, structure and accountability.

“The goal of the 10X Coaching Club model is empowerment of businesses to provide the X-factor and achieve the growth and lifestyle they've always dreamed of,” Butch said.

10X

THE BUSINESS X FACTOR

