

## Grow your business & get a life! Seminar Feedback

<b>Attendees Initials</b>	<b>Feedback</b>
CJ	Thought provoking. Pleased I gave the time to attend. Makes you think about your business far more strategically than operationally/tactically. Excellent speakers. Good use of case studies, made it real and made the changes seem more achievable. Mo women –a part from me! Why??
LM	Very interesting and enlightening could have a big impact on business if followed up.
GW	All common sense stuff but it shows a small change can bring about a big improvement.
SW	Interesting. Common sense in black and white. Thought provoking. We'll tell you the results in a year's time,
AP	Worthwhile if you implement and action what is said.
IH	It was lively and fun, stimulating and informative, provocative without being threatening.
DF	Very good, clear easy to understand with simple ideas to give easy focus to what we should be doing.
MW	Allows you to refocus/reappraise business. Makes you think !
MS	A lot of information – I found it easier to digest having read Michael Gerber's E-Myth revisited.
VW	Made me realise realistic actions that I could implement in my business today that will help in meeting our key goals.
MW	Logical, easy to understand reinforced seminar. Will help you to implement change with strong examples.
SB	A good all round refresher and common sense review of how a business 'should be' run. Interesting and knowledgable speakers.
JB	Straight forward and easy to follow. Made sense to all/most businesses. Value for money, suggestions made will work.
EW	It raises awareness of business management to a higher level. May assist in realising potential.
CF	It starts off with some good standard messages about growing your business (which not everyone knows) and then moves on to more "interesting" examples and ideas backed up by (a) good stories and (b) a great business model in Excel. Good for an established business that wants to move up a level.

MO	Useful to anyone looking to exist/sell their business. Also some very useful pointers for senior managers/directors.
GG	Better and more focused than a few years ago. It would be good to do a tailored version to everyone in the company – not just the MD etc.
JC	Very thought provoking. Sure it would help us and others grow our business. Much common sense and packaged to make us take action!
SG	More important to attend than just working in/at your business. It gets one thinking. A chance to do something about it.
JW	It is brief, informative, thought provoking, well presented and excellent value. No small business owner could come away without several ideas. Personable.
LT	Rather bogged down in statistics I would tell people to go to Building a saleable business and perhaps not bother with this one (sorry you are all great but it hasn't given me the new lease of life). The really useful info was given at the previous seminar which had more time to understand and more time to write this bit down.
MB	Great financial tools. Brief, concise but lots of tips/different perspectives. Motivational and fun. Reminds me why I'm in business.
MG	Informative and interesting – presents well. Very friendly people and handled professionally. Useful to take CD Rom away to refresh. Fun, made sense and re-enforced some systems we were already aware of.
EK	Very useful. Much better than average seminar.
RC	Relaxed and gave me time to think about what I need to do. Some material is well worn but most of it holds true. I would prefer something that drilled down into one or two particular areas.
RW	It makes one think!
DU	Clear, simple facts/techniques presented which illustrated effect of how customer care, increase pricing, discounting price, reducing overheads, adding value, USP's, systems have on your business. Didn't discuss scaleable in much details (may have missed this as I was 30 minutes late.
BL	That I have learnt some interesting ways of thinking about how to set up my business. I am particularly interested in thinking "outside the box" it has been so interesting.
DS	Very informative. Worth attending.
CC	Extremely enlightening and empowering. My husband and I have discussed many issues raised, but this formalised them and will be able to plan, strategy, action Also reminded me of "good" things used to do management meetings. Reassuring that we do a lot of things right, but some wrong – pricing, discounting and lack of systems. Will definitely take actions to change what we do and do less.

MW	Very good. True to life examples for business owners to understand. Makes you realise how much you can do/change to your business.
KD	Covered a variety of topics and is relevant to anyone running a business. Key points will hit home and you can relate tam back directly to your own business. Generates an overall perspective which you loose day to day.
WS	Lots of information, easy to follow. Good to take info away and digest.
ID	A very useful and enlightening insight into ways of managing your business and realising your potential in an easily understandable way. OBK appear to be much more pro-active about managing your business than other accountants – a breath of fresh air!
PW	Simple, common sense. Reassuring.
RB	Informative, inspiring, the kick up the backside all businesses need.
TW	That it is succinct, to the point, contains useful information but above all else for me was motivating to actually get off my butt and do the stuff I keep telling my bank manager I do.
RL	Timely (for us), inspirational, down to earth, in line with my thinking, a must for an ambitious business.
LB	Realistic view on maintaining, improving and growing a business. Food for thought - enabling me to look down upon my business rather than trying to peer out from it.
JS	Spend the 4 hours early in a business life – not later. It's a bit pointed towards the higher volume, retail type businesses not selling to niche markets where purchases are on grants for capital goods.
MW	Very well explained and at a pace that keeps you interested/focused on the points.
MF	Excellent, exactly what I wanted to hear yet it was things I already knew! Easy to take in, small bite size pieces. I can see you are living up to your own words.
CM	Well prepared and presented seminar. The content of which was not new or revolutionary – but was presented in a simple, different and realistic way that has made me rethink the ideas. At this stage I do not see where I will “get my life” as I will probably spend more time evaluating the ideas and implementing them.
SC	Gives the opportunity to focus on the subject. A few thought provoking observations. Good balance of humour and seriousness. Mostly common sense – but nothing wrong with that!
MW	It contains many instances and examples with which I could identify and recognise within our business. It will give me plenty to think about regarding our future and some fundamental changes in our business approach.
NL	Refreshing, thought provoking.

AP	Makes one think about the business, looking in from the outside. Allows time to adapt to one's own individual business.
SP	Focuses mind on simple actions that need to be taken to improve business: whichever area. A strategic tool.
CB	Useful, focused approach. Well worth it! I liked the interactive approach – some might object to writing blanks but it worked for me.
PR	Interesting. Lots of good theories (and very clever spreadsheet near the end!) Could have been more interactive - it was all delivered in a lecture (monologue) style. You will go away with a least 2 or 3 good ideas to implement in your business. OBK should follow up with individual clients.
GH	Good for small businesses to think about how they operate and look to the future, or anyone wanting to start a business. Help with business and marketing plans.
DC	A thought provoking session that has re-instated the need for taking time to plan and put into practise all the things we know we must be doing.
DT	It confirms that the dilemmas facing my business are common to many other SMEs. It helps you focus on what action needs to be taken in order to grow a business that may have plateaued.
GC	Interesting. It is information that we often talk about and it begs the question ... I know this why am I not doing it? How can I do it?... straight after I've fixed the printer! ..sorted the staff issues ...dealt with that customer.
DE	It makes you concentrate on the important factors which lead business growth and saleability. It is a positive encouragement that profits can be improved dramatically by small process changes.
JH	A useful and entertaining insight into where we can and do all err in our approach to our own enterprise(s) – Helps you to take a step back and put picture into focus.
AG	It was interesting, enjoyable and thought provoking. Well presented.
SR	Very good. Reinforcing good business ethics like the suggestions of KPIs and how changing individual ones has an impact on the 'bottom line'. Stimulated me to make an action plan for myself. In terms of KPIs – looking at ways to increase gross profit.
DE	Very interesting. Highlights the salient issues facing today's business owners/manager, that so easily get over looked. A lot of information to assimilate in just a morning. To reap maximum benefit would need more time and possibly personal attention.
VE	Good points - Thought provoking, Good overview, realistic, positive, margin focus is good, Free pen, does not take up too much time! Not so good points – a little rushed and rather spoon-fed although fill in boxes work quite well, no time for discussion.

GE	Quite a lot of theory but also gives you practical ways to implement the ideas. A valuable opportunity to look at your business from an outsider's point of view.
DE	A lot of interesting and quite focused thoughts on business development but as with any business course not an end in itself. Needs discussion by client to put thoughts in place. Needs follow up course or consultancy.
LN	Very thought provoking! Compounded our thoughts into some sense. Highlights just how much work we need to do. Interesting and entertaining.
SA	Keeps you focused throughout and is interesting and reiterates business fundamentals.
PB	Makes you think about your business, how it runs and how much better it could run.
TG	It is the light at the end of the tunnel.
JK	Plain speaking delivery on the beginning of the path to understanding and developing control of your business. Better than Tom Peters!
RM	Very informative for start up plans.
DG	Easy to understand what so many businesses neglect. Presentation clear and practical.
JC	This seminar was particularly informative and inspiring, the message was clear and direct without too much business jargon!
NW	Thought provoking seminar that did not go on and on. Interesting points which need to be investigated further but not in the forum of a seminar which suited the attendees work loads/situation.
JG	It proved an excellent opportunity to highlight many aspects of my company which I think we currently take for granted and overlook. Getting back to benefits of identifying important aspects which need further development. Also going to it finally made sense of the OBK free pen!
TU	Worth coming to if you want to rethink your business direction and have a less hands on approach without losing money.
KS	Makes one think about working on the business. Has made me realise that my accountants are living in the dark ages. Didn't think my business would have a value very useful models as examples.
IA	Presents a lot of usable ideas quickly. No time wasting. Highly focused on subject matter.
LE	A very worthwhile introduction to running a business with some notable points. Well presented – particularly Paul O'Byrne. The numbers models are a bit heavy going but it's tough to make them exiting. Case studies are interesting.
AS	Must be time well spent or else I would not be back! As always very

	entertaining and informative. I am embarrassed how many blanks I would not fill in from memory! Keep up the good work!
JK	Content is excellent and very well presented. I found the actual accounts part a bit heavy going but otherwise it was interesting and seemingly easy to apply to my business. The fact I have attended before helped immensely and made the whole thing even more understandable. It really hit the spot. It states the obvious which is not always obvious to the recipient.
VG	Excellent format. Delivery excellent. Content understandable and simply told. Has helped me to begin to push my business forward. Lifted the veil from my eyes (with the Building a saleable business seminar) helped me to focus on working on not in.
HM	Interesting and provocative seminar. Some points I have thought through before but not acted on or have been distracted from doing! Not too heavy going but some extremely important points to think about. Very well presented.
SE	Very good and thought provoking. I should have come before. A little bit rushed I would be prepared to start earlier. More comfortable seats please they keep leaning back. Looking forward to next seminar Building a saleable business.
CW	Thought provoking. Making you think about your business as a separate entity. Ideas to make you work on your business instead of in it. Could be more affirming after all we have made it this far.
JW	Useful stuff I've never thought about before and recognise myself as a bad manager but a good technician. Would have liked more references to a service rather than a manufacturing business base or have I misunderstood. Philippa's presentation lacked dynamism of the others, but good to talk to.
JP	A chance to step back from the day to day issues and think at a higher level. I came away with 10 actions to implement.
LE	It confirms what we teach and know but helps us use/revisit these topics for our own use. Helpful to be delegate for a change, step out of the business and have time to rethink. A good catalyst for planning.
CW	Concise yet thought provoking. Made me step back and consider some of the basics which can be submerged in the daily grind of running a business. Would thoroughly recommend it as a worthwhile investment of the time to take stock of issues. Length just right, facilities good and presented professionally but friendly – a good bend. I look forward to the follow up.
JF	Useful in parts – especially reasons for customer attrition and strategy to elicit referrals! Worth coming to!
PF	Excellent presentation – professional very easy to understand and informative, Do not get bored and mind starts to wander. Relaxed atmosphere but very focused. Very time sensitive.
SM	It makes my mind think about what is really important and how to worry/or not.
Mr W	Worthwhile. Figure work was a bit rushed for me. Will follow up.

MM	Lots of food for thought. Makes you take a step back and look at what you do and why.
PR	Very useful re-cap of concepts from Michael Gerber, Tom Peters et al. Some good ideas of where to direct your focus. Could save you hours of reading.
Mr S	Thought provoking and well presented. Sometime should be allowed for questions and discussions.
KB	Start mind thinking. Help you with fresh appraisal. Evaluate own accountants – value added. Made me consider how I manage business through Ops director and fact that I am sales technician.
RC	I found a seminar thought provoking. It was beneficial to take time out and to take a step back from business and have a long hard look at what I do and how I do it.
AW	Very good!, Motivational – Perhaps too much number detail at times. Although difficult, it is often quite useful to get more audience participation – it makes it more memorable. I will recommend it!
NB	Informative. Useful ideas to look at your business. Thought provoking. Worth the time and money.
AH	Inspiring. Reminds you of the obvious which you forgot or didn't get time. Opportunity to rethink your own methods and strategy.
ML	Good way to make you think about the fundamentals of your business. Very provocative – not new ideas but all the things you know and never do. Better for manufacturing/retail in terms of examples than service businesses.
RR	The thing that I would tell someone about this seminar is that it enlightens people in business how to improve their business and channel their energies into it in simple lay mans terms that are easy to understand. It tells you interesting facts about starting up and carrying on a business and even if not that successful at first practical ways to get back on course and achieve the simple easy to understand way the seminar was conducted.
ER	You absolutely have to go – it really makes a huge difference to the way you think about your business. It all seems possible and exiting.
PR	It has got me to look at things in a different way. In a clear way.
PV	Very well presented – deals with issues that are very interesting to small business.
TH	It makes you wan to get on and do something about it. It makes you feel that there are some answers out thee to what you feel are your own problems.
MN	Informative and thought provoking for those responsible for business and need further inspiration/guidance to tackle their business. Not a solution but sets out some stepping-stones to achieve objectives. Short and sweet and a polished performance.

SH	It helped me understand, therefore more able to describe what we re already doing. As a company we have many good habits. This meeting confirmed it.
AG	Interesting and informative. Helped me understand business development.
SK	Motivates. Gives you a good chance to look at what your doing, its worth the cost. I'd recommend it. It's worth the time it.
SI	It will remind you of all the things you know you should be doing but for some reason are not! (Time). It will give you the inspiration to change the way in which you work and do business.
CT	The impact of what was presented today will not be known until I can find ways to apply the principles to my business. So ... I don't really know how good (or not) it has been for me. I am prepared to keep in touch and let you know.
SL	Thought provoking - Clarify vision – very enjoyable – good presenters – people I could relate to and work with.
GM	Thought provoking. Sound principles that every business owner should understand.
NA	Some very pertinent points made – right in the nose for my business. Definitely thought provoking – add items to strategic plan – create time for strategic plan.
GB	Clearly describes thoughts and processes of business that you haven't got time to think about.
AM	Even if you think you're too busy to attend, take the time out to attend. It will be the most valuable 3 ½ hours you'll spend that week. It will make you think about your business in a completely different way.
AO	Interesting concepts. Refreshing perspective on doing business. Well put together. Good materials. Useful info to reflect on.
JC	Helpful. Step back approach valuable to re-analyse the business. Certainly interesting – ideas and business philosophies (the gurus) were stimulating. I left more focused. Thank you – good value.
NE	Opens your eyes to some basic requirements of running a business that you don't see because you are too busy with your head buried 'working in your business'.
AB	Worth taking out time to listen. Thought provoking. Well presented at a good pace so as not to become tedious.
GS	I can now see that my business can stop running my life.
MA	Very thought provoking. Another view of your business. Nice to see that I am thinking along the right lines. But will I ever be able to shake off the day to day in order to put any of it into action?