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***“You’ve Got To Start It Now - This Afternoon!”***

*By Peter Towers, Managing Director, ESS* BIZTOOLS

Want to learn more about ESS BIZTOOLS? Sign up for a free trial by [clicking here](https://www.essbiztools.com.au/index.php?option=com_content&view=article&id=2031&Itemid=781).

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| ***Friday 5th November 2021*** |

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| ***Happy Friday!*** |

**“Because Your Greatest Challenge At The Moment Is Getting Good People To Work With”**

Andrew Geddes, Australian Accounting Legend, Chair for 10 years of Greencross Ltd, a company which developed over 30 years from a very small veterinary surgery to be a Top 200 ASX company utilising the “Scaling up Process” that Geddes introduced to the Greencross leadership team 15 years ago.

We invited Andrew Geddes to participate in the ESS BIZTOOLS’ Business Advisory Services Podcast with Peter Towers, Managing Director, ESS BIZTOOLS on the subject “Scaling up Strategies for Team Building”.

Andrew Geddes continued:

*“Partners of accountancy firms are saying there are not enough of them (young accountants), but no, there are enough of them, they’ve chosen not to work in the profession because they’ve been asked to do compliance work only and to obtain 80% productivity which has caused people saying – I’m not sure I want to work in that environment”.*

*“I think accountants need to look at what they’ve asked people to do, their involvement with clients and taking them out on client visits as part of a business focus of what the outcomes that our stakeholders want”.*

*“All of the professions are struggling to get people to come to work in their practices”.*

*“Now we have got to pay them more and we’ve got to teach them, and the partners and directors have got to be available”.*

*“Having younger accountants work as your shadow with you on clients helps having them work in project teams because we are teaching them about how to improve the business, how to communicate with clients and we are giving them the experiences that develops their experience and their skill basis”.*

*“I think the profession has got to make itself more attractive for people to work in and talk about”.*

*“How do we make it more attractive?”*

*“By involving people more with clients and projects”.*

*“How do we make time available to teach people – I mean I’ve seen people do technical reviews on work and then throw it back at a junior accountant with little explanation and the junior accountant hasn’t got a clue on how to fix it”.*

*“In these situations they’re not being taught and they feel like their backsides have been kicked”.*

*“The attitude we take to work has got to be one of encouraging and providing opportunities and growing and developing people, more so than ever before, because there is a shortage of people”.*

*“Accountancy firms are under a challenge at the moment and, I believe, we need to look at the scaling up methodology and apply it to ourselves and our practice so that the firm is a better place to work in”.*

*“The scaling up methodology requires a clear definition of the firm’s development, its direction, its purpose and focuses values on the things you’ve got to nail to improve the performance of the firm”.*

You can listen to the ESS BIZTOOLS’ Business Advisory Services Podcast by [clicking here](https://businessadvisoryservicestips.libsyn.com/discussion-scaling-up-strategies-for-team-building-andrew-geddes-and-peter-towers).

You can view the video recording of the presentation with Andrew Geddes by [clicking here](https://youtu.be/7YpXpiXY5Y8).

**DIVERSIFIED SERVICES ARE AVAILABLE!**

ESS BIZTOOLS was developed to assist accountants to be able to offer their SME clients services which would assist SMEs to run better businesses and add value to their businesses.

Andrew Geddes has now identified that one of the main reasons that accountancy firms are having difficulties in retaining staff and attracting new staff is that there is not sufficient variety, challenging and interesting work being performed in public accounting firms which is creating staff shortages and that this is the reason accounting firms are having difficulties in processing the work that is available.

Peter Towers asked Andrew Geddes the question *“To start to implement the processes that you have described, should accountancy firms be doing it today or do they put it off the 6 months, when they might not be as busy?”*

Andrew Geddes replied emphatically: *“YOU’VE GOT TO START IT NOW – THIS AFTERNOON!” “Because your greatest challenge at the moment is getting good people to work with”.*

I invite you to visit our new website [www.essbiztools.com.au](http://www.essbiztools.com.au) to get an overview of the packages which we have developed that are being utilised by accountancy firms all over Australia to deliver diversified value-added services which will enable your accountancy firm to deliver a range of challenging and interesting work for the benefit of your clients, your team and your firm.

Now is the time – THIS AFTERNOON – to start your firm’s journey to being able to offer a range of interesting, challenging and diversified services to assist clients, your team and your firm in the challenges of 2022!

**TOOLS TO CREATE GREAT OPPORTUNITIES**

To assist your firm to unlock opportunities, ESS BIZTOOLS is presenting a special package – “TOOLS TO CREATE OPPORTUNITIES” which features 7 outstanding products for a twelve month subscription of **$795 including GST** that will give you a great start to supplying services which will assist your clients to **ADD VALUE** to their businesses as they grasp the opportunities that are now available after the challenges of COVID-19 over the last twenty months.

* Do you want to know what is included in the “TOOLS TO CREATE OPPORTUNITIES PRODUCT PACKAGE”? – If so please [click here](http://www.essbiztools.com.au/uploads/ESSfiles/SPECIALPROMOTION-ToolsToCreateOpportunities.pdf)
* You have the opportunity of receiving a discounted offer from one of our affiliates with your subscription to any ESS BIZTOOLS product package during November 2021 – for details please [click here](http://www.essbiztools.com.au/uploads/ESSfiles/AffiliatesOffer.pdf).
* Would you like to subscribe to the “TOOLS TO CREATE OPPORTUNITIES” package for $795 including GST for 12 months access – if so thank you – please [click here](http://www.essbiztools.com.au/uploads/ESSfiles/OrderConfirmation%20Form-ToolstoCreateOpportunities.doc)

**FREE WEBINAR RECORDINGS AND NEW CLIENT SERVICES THAT YOUR FIRM COULD DELIVER**

Webinar recordings relating to the products included within ESS BIZTOOLS that you can access:

* Tradies Charge Out Rate Calculator – [click here](https://youtu.be/yNvRvpcx0vY)
* Business Health Checks – Supermarkets – [click here](https://youtu.be/0zU2PRVItJw)
* Understanding Crowd Sourced Funding Equity Raising That Can Assist Clients – [click here](https://youtu.be/lbIIGilmzVs)
* Presenting Mentoring Seminars And Webinars To Assist With Communicating Your Services To Clients And Prospects – [click here](https://youtu.be/ZOAeDdnv1t4)

**FREE WEBINARS AND NEW CLIENT SERVICES THAT YOUR FIRM COULD DELIVER**

* Understanding the New Export Market Development Grant Application - Wednesday 10th November 2021 at 2.00pm AEST/3.00pm AEDT. To register please [click here](https://essbiztools-au.zoom.us/webinar/register/WN_jbfMmvOXQS2JjWoGGMm4nw).
* Tools to Create Opportunities! - Personal Property Securities Register – Thursday 11th November 2021 at 1.00pm AEST/2.00pm AEDT. To register please [click here](https://essbiztools-au.zoom.us/webinar/register/WN_TkSvB4cgRq6TKPOSAMpo6w).
* Tools to Create Opportunities! - SME Debtors’ System Manual - Tuesday 16th November 2021 at 1.00pm AEST/2.00pm AEDT. To register please [click here](https://essbiztools-au.zoom.us/webinar/register/WN_KvAuaxY8QhOV28MWy688nQ).
* Tools to Create Opportunities! - Grant Finder - ESS BIZGRANTS - Thursday 18th November 2021 at 1.00pm AEST/2.00pm AEDT. To register please [click here](https://essbiztools-au.zoom.us/webinar/register/WN_dLl1l2EkTNm0FGMYxXMmIQ).

**WANT TO KNOW MORE?**

You are invited to “**Book A Free Strategy and Demonstration Session**” on ESS BIZTOOLS with Peter Towers, Managing Director, ESS BIZTOOLS to gain a better understanding of the services that are available within ESS BIZTOOLS and ESS BIZGRANTS**?**

[](https://www.essbiztools.com.au/index.php?option=com_content&view=article&id=45&Itemid=207)

You can book a demo at [www.essbiztools.com.au](http://www.essbiztools.com.au) or contact Peter Towers:

* Email: [peter@essbiztools.com.au](mailto:peter@essbiztools.com.au)
* Telephone: 1800 232 088

Stay safe!

Have a great day!