

CAPABILITY STATEMENT



Business Coaching & Consultancy

Delivering Legacy, Lifestyle and Freedom to the family owned business sector



“ Anyone who tells you **running a business is easy**.... is normally an employee. Running a business is not easy, stress free or likely to give you a good night's sleep. However, when built and ran correctly – it can build a solid long term asset, provide a sound income and provide unparalleled freedom in how and when you work.

But..... the catch is that you need to build it and run it correctly."

Stewart Clark (Director)

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Mission Statement

Our mission at SCS Performance is to provide practical tools and skills to family owned businesses to deliver Legacy, Lifestyle and Freedom. Legacy via the creation of a highly efficient and financially sound business which delivers long term wealth. Lifestyle for the owners, balancing income, life experience and time, with Freedom through the ability to run the business on their terms, fulfilling the role of their choice with ease and low personal stress.

Stewart helped us gain focus and clarity across all areas of our business, while assisting to balance personal and family time. The balance of activities has set us up for a sustainable business growth with confidence into the future.

”
Dianne
IT Industry

About Our Company

By way of a little bit of background on SCS Performance, we provide a range of business coaching and consultancy services to the family owned business market. Our client base is rather diverse, but we typically focus on delivering our business owners a combination of Legacy, Lifestyle and Freedom. The exact characteristic of each of these vary from business owner to business owner, but in broad terms, most business owners want to develop a sustainable and profitable business that will not just look after them, but their kids as well.

We know that by building a really solid business, we build long term wealth - this is the Legacy.

If Legacy is more bounded by long term success, then Lifestyle is more about the here and the now. No one wants to sacrifice every waking moment to their business, yet this is what many business owners find happening. The business grows, the owners get busier, they hire more people, the billings and expenses both get larger, so everyone works a bit harder, the competition gets stiffer and....so the cycle continues. This leaves many business owners only wishing for their life back, but with an income which gives them Lifestyle choice. The choice to run a successful business which funds a fulfilling and enjoyable lifestyle for themselves and their family.

Freedom tends to cover different things for different business owners, but we often hear terms like "ease", "work from anywhere", "maintaining oversight" and of course the nasty "S" word - "stress". More than ever before business owners are wanting to reduce some of the stress of running a business and vary how and when they work.

Simply put, Owners want to survive the stress of running a business to enjoy the Lifestyle that it offers, and be around long enough to realise the value in their business and see it benefit them or their family in retirement.

So, by knowing a bit more about what we do, you probably want to know a bit more around who we are.

SCS Performance (which is the abbreviation for Strategy, Compliance and Sales Performance) is owned and managed by Stewart Clark and was formed in 2013.

Drawing on the skills that Stewart had collected over his corporate career, SCS Performance was created to provide quality guidance to the family owned business sector. Stewart had spent the bulk of his career working in and around this market and knew it well. Leveraging personal marketing and word of mouth referrals, the business grew - as did the development of our coaching programs and tools that accelerate the development of businesses.

Today, the business continues to have a "family business focus" with various types of coaching programs and consulting services allowing a number of small to medium sized businesses to be supported at any one time. Whilst the bulk of the direct coaching is still delivered by Stewart, he is now supported by a team of three.



Meet Stewart | The Driving Force behind the business

Stewart Clark is the founder, head coach and chief numbers junkie who finds great enjoyment in picking apart the numbers of a business, its profit, its expenses, the businesses operational efficiency, its probability of risk, sales conversion and average billable hours. To Stewart, there is a pattern behind every set of numbers, so when you identify that - you can identify where the growth opportunity is.

But, there is more to Stewart than just a natural talent for numbers.

Stewart is an ex-commercial banker with close to 30 years with our major banks. He started his banking career folding bank statements and finished it running a \$70 million dollar project with a team of 90 staff Australia wide. He was interacting directly with the Chief Credit Officer and our financial regulator (Australian Prudential Regulatory Authority) - so not only is he skilled with numbers, but he is highly organised, a skilled communicator, experienced people leader and sales agent. In the highly competitive and contested finance market - he excelled.

Stewart spent around 2 decades analysing businesses to either lend money or review the business risk, so this has provided him a strong base of knowledge to guide businesses.

In 2013, Stewart stepped back from the corporate market and his national leadership role to run his own consultancy and spend more time at home with his wife and young family. Stewart continues to call Melbourne home with his (now) adult family, although has enjoyed servicing clients remotely around Australia.

Outside of work, Stewart enjoys a number of recreational pursuits; camping (and travel in general) with his wife, baking, woodwork, diving and following the sports and interests of his two adult sons.

Stewart's education includes a formal finance qualification along with a Masters in Business Administration, albeit he considers that his hands on career work has taught him more.

The image shows a stack of business cards for Stewart Performance Business Coaching & Consultancy. The top card is white with a red and blue logo consisting of a stylized 'S' and 'P' intertwined. Below the logo, the text 'PERFORMANCE' is written in a bold, sans-serif font, and 'Business Coaching & Consultancy' is written in a smaller, sans-serif font. The cards are slightly offset, showing a dark blue card underneath with the text 'Expert guidance drawn from real business experience' in white. A large, dark red, rounded shape overlaps the bottom right of the cards.

PERFORMANCE
Business Coaching & Consultancy

Expert guidance
drawn from real business experience

**“Stewart’s firm
direction and
honest approach
has helped us
immensely with
our business goals.**

Automotive (Google Review)

”

Capabilities

Please find below a list of our core services. If you have any queries about any of these services, please reach out to us for further information.

Email: info@scsperformance.com.au | **Phone:** 1300 626 488

Online Booking link also available via Website

Business Coaching Programs

- **Business Mentor Session**
- **Business Mentor on Demand**
- **Business Performance Program**
- **Business Mentor on Demand - Group Program**
- **Business Improvement Blueprint**

Business Consultancy Services

- **Business Planning**
- **Financial Modelling**
- **Operational Risk Assessments**
- **Specific Consulting Briefs**

*All backed by Professional Indemnity,
Public Liability and Cyber insurance coverage
so you can sleep easy knowing
your dealing with professionals*



Peace of mind

◆ Service Guarantee

Our coaching programs naturally come with a financial investment, so we know that we have to drive value on a consistent basis to be invited back each month. To support this, we also offer a 30 day money back guarantee on all new coaching programs so that you can make a decision in a month's time based on what you know, rather than now - based on what you don't.

We have never had a claim on the guarantee, but if it arrests any concerns, then please note that it is there.

The 30 day money back guarantee covers all of our coaching programs, but excludes our specific consulting briefs – as these have their own custom terms.

◆ No Lock In Contracts

Our coaching programs are based on decades of real business experience and then underpinned by methods which are time proven - but are delivered in a format which is "on-demand" with no lock-in contracts. We have run our programs like this from the very start, so our clients are in control of our tenure – not us.

Whilst all of our coaching programs are billed monthly on-demand, our average client tenure is just under 2 years.

◆ Client Commitment

Our commitment is to our business owners and to deliver them tangible improvement across their business in the areas we have identified and agreed with them. Across all of our different program options, we apply accountability to ensure changes are being implemented and improvement is being achieved.

Consistent application of the owner's time towards business improvement is important. This does not necessarily mean a lot of time – but more the consistent application of some time.

If you can't prioritise regular time towards making positive changes in your business for longer term wealth and success, then from our experience you are not ready for an improvement program.

Core Services

SCS Performance provides a comprehensive range of Business Coaching Programs and Business Consultancy Services. All new clients are thoroughly assessed as part of our onboarding process, so that the suitable program (ie, time/resources/cost) is aligned to the clients needs - as opposed to being the other way around.

Business Coaching Programs

Business Mentor Session

Flowing on from a program that we delivered extensively for the Victoria Chamber of Commerce & Industry, we formed the Business Mentor sessions as a simple, no strings attached mentor appointment. The Business Mentor sessions are delivered broadly around tactical guidance, accountability and a limited amount of strategy.

This option is perfect for those businesses who want to be in total control of when they meet and wish to have an "advisor" on standby for when they need them.

Business Mentor on Demand

Our entry level 121 coaching program with fortnightly 121 coaching sessions around improving your business. This is considered a program version of the Mentor sessions as it operates in the more structured fortnightly format to build consistency and accountability.

This program is the best option for those businesses who are ready to get going with a consistent program of improvement, but perhaps don't have the full budget for a comprehensive business planning process.

Business Performance Program

This is our larger 121 coaching program which involves weekly or fortnightly 121 coaching sessions - with the program customised to the needs of the business. This program has a heavy emphasis on getting things done and is popular with our mid to large business segment.

This is the preferred program option for the mid to large or complex business segment who are past "guessing" about business and want to get improvement underway.

Business Mentor on Demand - Group Program

For businesses working to a limited budget (time or money), the Group program is delivered via Zoom in a one to many format, with stand alone modules delivered fortnightly.

The Group program is an excellent option for someone who wants to grow their knowledge about general business in a more structured manner - and then use that to improve their operation.

Business Improvement Blueprint

This is our self paced, but supported - online program. It has been developed to provide the business owner with a highly directed business improvement pathway - but being very careful of the time commitment and financial cost.

The Blueprint is the perfect choice for those businesses who want a self paced option. Support is still available, but the online option enables businesses to run at their pace, rather than ours.



Business Consultancy Services

Business Planning

For many owners, their business has simply evolved over time with no purposeful direction or planning - other than perhaps having growth. Our business planning service has multiple options to take into account the size and complexity of the business, with the planning delivered as a Done for You service where we interview the business over a set interview cycle and build the plan as we go.

Business planning provides clarity and direction for all businesses - so is a best practice activity for all businesses.

Financial Modelling

Understanding what's possible in a business - without the hard spend in the world of reality - is possible with financial modelling. We offer a custom financial modelling service which caters to the specific needs of the business, incorporating chosen business variables, historical base levels and desired terms.

Suitable for businesses wanting to plan for changes (without the associated time/money spend) or who want to prove up the correct approach to make sustainable profit returns.

Operational Risk Assessments

Risk is inherent in every business - yet is typically not well understood. Businesses who recognise and understand their risk profile can make better decisions and adequately plan for (and predict) incidents which could potentially cripple their business. The cost to avoid a show stopping risk is normally a fraction of the cost to remedy it after the fact.

Suitable for business owners who are serious about understanding and managing their operational risk profile.

Recent Industries we have Helped and How

Industry	Primary Objective	Secondary Objective	Business Performance Program	Business Mentor on Demand	Business Mentor Sessions
Landscaping	Legacy	Lifestyle/Freedom	☑		
Construction (Comm)	Legacy		☑		
Mechanical	Legacy	Freedom		☑	
Painting	Legacy	Lifestyle		☑	
Electrical (HV)	Legacy	Freedom	☑		
Electrical	Lifestyle	Legacy		☑	
Property Management	Capital Raising	Legacy			
Allied Health	Legacy	Lifestyle		☑	
Allied Health	Legacy				
Construction (Resi)	Lifestyle	Legacy	☑		
Plumbing	Lifestyle	Freedom	☑		
Web Design	Lifestyle	Freedom		☑	
IT	Legacy	Lifestyle	☑		
Air Conditioning	Legacy	Lifestyle/Freedom	☑		
Promotional Products	Legacy	Lifestyle		☑	
Specialist Health	Growth	Lifestyle/Freedom		☑	
Legal	Growth	Freedom			☑
Allied Health	Lifestyle	Strategy			☑
Insurance	Legacy	Freedom		☑	
Construction (Resi/Com)	Cashflow	Legacy	☑		
Signage	Legacy	Lifestyle		☑	

Business Planning	Strategic Guidance	Tactical Guidance	Financial Modelling	Overhead Cost Recovery Rate	Cashflow Management	Cashflow Support	Marketing Support	Sales Support	Succession Planning	Team Structuring
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Client Feedback

S

Laura Harvey

★★★★★

Positive: Professionalism, Quality, Responsiveness, Value

Stewart has been absolutely wonderful in his support. He was thorough, kind and diligent with a lovely sense of humour. I initially engaged him for help with my private business which was an excellent experience, and therefore when I became the CEO of a charity he was the first person I sought. I will continue to engage with him and his team into the future. Thank you SCS Performance!

M

Marcello Gamberoni

★★★★★

Positive: Professionalism, Quality

I had the pleasure of working with Stewart through the VCCI program, and the value he delivered exceeded every expectation. Precise, polite, thorough in his approach: a real professional. Looking forward to seeking guidance from him and his team in the future.

R

Robyn Webb

★★★★★

Positive: Professionalism, Quality, Value

Stewart provided great advice for developing my business. It's clear that he's been there before and understands the business, financial and personal aspects of setting up a business, and can guide people through it.

S

Steve Hunter

★★★★★

Positive: Professionalism, Quality, Responsiveness, Value

As a small business owner there just isn't enough time in the day to cover all aspects of growing and maintaining it. We realised we needed some help as we were growing but weren't sure how to address the weaknesses we saw but didn't have the experience or time to work on. When we met with Stewart, his methodology was the best we'd heard and he's a genuine down-to-earth guy with experience and processes which just worked perfectly for us. We've been working with him for over a year now and he keeps adding continuous benefit as well as being there for us whenever we need him. Couldn't recommend him more and have referred him to many of our friends already.

J

Jacqueline Palihena

★★★★★

Positive: Professionalism, Value

We joined the Business Mentor on Demand Program 3 months ago and it has been the best decision we made during these strange times. Stewart's knowledge & experience in dealing with many Small Businesses, candid feedback and follow up has been instrumental in helping us make significant changes in how we operate. Thank you Stewart! We look forward to continue to learn and create change with your guidance!

T

Tim Donnellan

★★★★★

Positive: Professionalism

Stuart has been a fantastic business mentor, his in-depth knowledge of finance and business structure is 2nd to none. A large pool of resources; including bookkeepers, web designers, marketing experts and legal advice make Stuart a one stop shop. I highly recommend his expertise for any business of any size.

H

Harrison Cisar-Wright

★★★★★

Positive: Professionalism, Value

Think about everything your doing for your business today, now imagine doing it better. in my short time with Stewart and SCS Performance i have learnt things about my business and the ways to improve how they are done that I could never have though to learn in such a short amount of time. Stewart's vast knowledge in all areas of business on things I cant even begin to comprehend astounds me to this day the value that Stewart has bought to my business is amazing and I cant wait to see where we take it in the future thanks again Stewart I'm so very lucky to have you on my team

V

Valley & Peak Weddings

★★★★★

Positive: Professionalism, Quality, Value

Stewart has helped us in every facet of our business. His knowledge and ideas are second to none. Since he's been working with us, our sales have more than doubled! Thanks Stewart!





THE NETWORK OF
CONSULTING PROFESSIONALS
Support - Strengthen - Succeed

We take your success personally!



FINSIA
The professional excellence pathway



REIV

BNI



Contact



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To book a meeting click here! or Scan this QR code



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