



Warren Otter



## CRANK IT UP

**Warren Otter** is a Business Advisor who utilises a set of proven big business strategies to help private business owners grow profitably in a short period of time. He provides best results for business owners and CEO's who are forward thinking, energetic and looking for real growth solutions.

Warren has the practical experience from being a successful and award winning business owner himself; who grew his initial manufacturing business fivefold (in a low growth sector). Warren believes so strongly in the benefits of this strategy that he now works alongside other businesses to take their companies to the next level of growth, profit and professionalism.

He has a Business Degree in Accounting and is a qualified CPA; he also holds a Masters in Business Administration, which gives him the combination of both the required educational background as well as practical experience that has been developed over many years.

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# **PREFACE**

When a yachtsman first goes out to sea, or an entrepreneur first launches his business, he is more likely to fail than he is to succeed. In fact, one in three new businesses capsizes within its first five years.

If our yachtsman makes it through the choppy shallows, great things wait for him. He reaches smooth waters and strong winds that propel him towards his destination. As things start to move more quickly, he might pick up some more sailors, or invest in new equipment. He finds he needs more and more to maintain his speed.

After years of strong tail winds and relatively smooth waters, our sailor notices that he's slowing down. At first it doesn't bother him – he's been making such good time so far and his sails are holding up, so there's no need to make big changes or find a new direction. If they keep going the belief is that things will pick up again.

Things don't pick up. The wind dies, or he hits a headwind, and

his crew can't seem to pick up the slack. They undertake a series of tacking manoeuvres, trying one thing after another to reach their destination; however, the effort is greater than when the wind was behind them and the progress, if any, is not matched by the resources and time spent.

They buy a new sail and then a new keel, but these make no real difference without a friendly breeze.

These new sails and keels, these tacking manoeuvres, are the same as many of the tactics and mini-strategies that businesses undertake when growth slows, and conditions are not as favourable as in the past.

In a business sense, the headwinds or light breeze that slow or stifle business growth may be brought about by new competition, slowing of the economy, evolving technology, stagnant market size, or even key staff becoming less effective or leaving, among numerous other challenges.

This raises the question: do you keep up your tacking manoeuvres and/or add some new sails to assist, or do you realise that conditions have changed (maybe permanently), and it's time to think outside the square and buy a motor for your business? Crank up that old yacht and bolt on a motor to propel you forward.

I've been a business owner for over 20 years and have found that personal frustrations in my business have been amplified when growth in the business started to slow down. As a business owner you can experience years of strong growth, but when growth in sales and profits start to slow, or even decline, then you have a more difficult set of circumstances to deal with. I've learnt that when this occurs, as a business owner, you need to do something different; otherwise the business will consume you, along with



any remaining enjoyment and profits.

All too often I have met business owners who have successfully grown a business through the start-up phase (which is the most difficult stage), then steered the business through several years of strong growth only to then find that the growth entered a slowdown phase, in some cases slowing to a trickle.

This invariably causes frustration for the business owner. I have experienced this myself and also experienced the range of behavioural patterns and issues that the business owner goes through.

By bolting a motor onto your business, you create immediate growth and build momentum, getting back on track and passing many of the other yachts that continue to tack aimlessly into that headwind, or sit idle with no breeze in their sails. They blame the weather, the water, the economy, and their staff and hope the wind will change.

However, by buying a motor you stop waiting passively for a friendly wind. Instead you can keep buying more motors and by increasing your engine capacity propel your business/yacht with greater ease towards much stronger results. Buying a motor for your business is like replacing the tail wind that you had in the initial growth years, and it can install a real sense of excitement and energy into your business.

This book has been written to assist those frustrated owners of small to medium size companies turn their business fortunes around and create wealth and enjoyment in their lives.