



RIDING THE BUSINESS RECOVERY ROLLERCOASTER

Yarra Ranges Council is invested in supporting local businesses and their recovery. This limited opportunity will help businesses reshape for a new Post-COVID world.

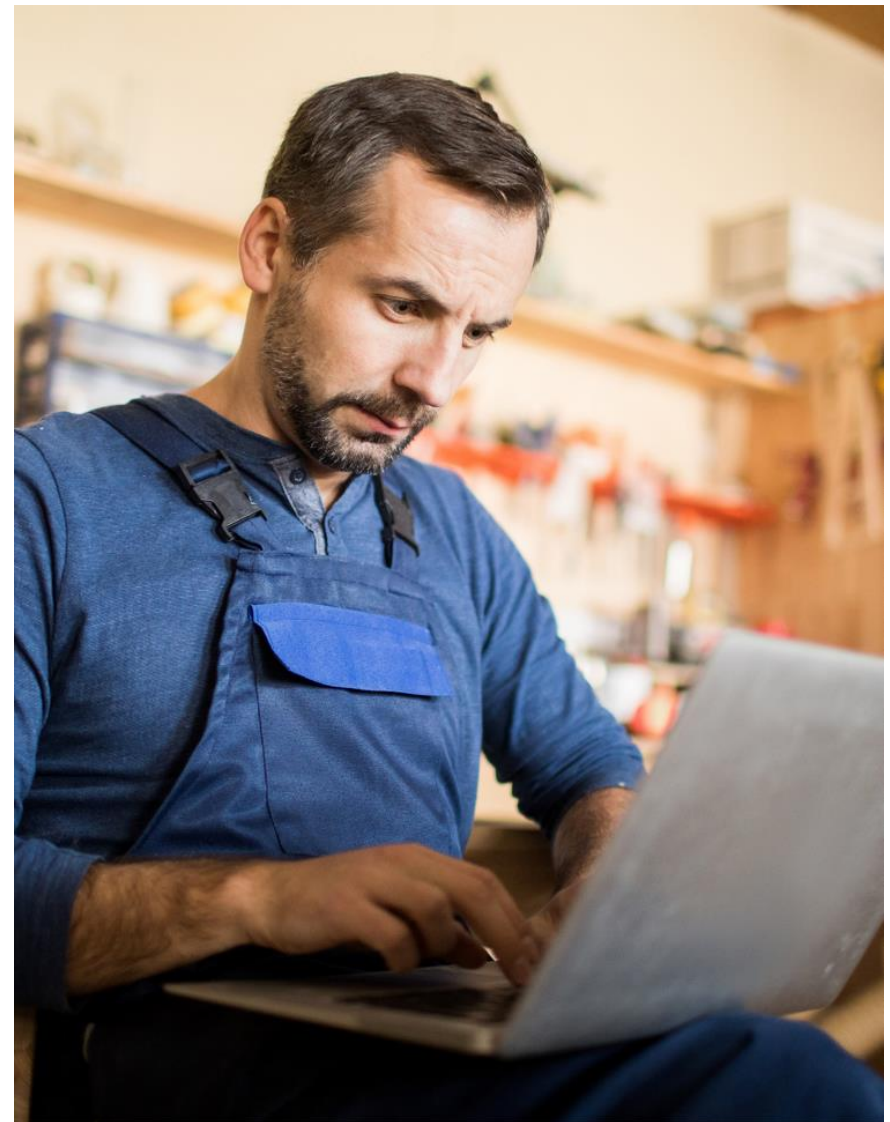
ABOUT THE SERIES

With the effects of COVID-19, there has never been a time that businesses have undergone such a shockwave in such a short period of time - affecting every area of business all at once.

The next 12 months are critical to plan how to fit into the new Post-COVID world. There is a need to recognise the new opportunities that didn't exist before and adapt to a future in a world that is still uncertain.

Yarra Ranges Council is invested in supporting local businesses and their recovery. We are extending an invitation to participate in a heavily subsidised series of tailored Business Recovery Rollercoaster workshops and private one-on-one consultations with a highly regarded Business Advisor.

There are a limited number of places available.



CHALLENGES TO OVERCOME

1. Staying positive when the environment and rules keep changing
2. Gaining clarity on how to recover from Covid-19
3. Developing Strategies to Adapt and Re-build Income
4. Effective and Affordable Online and Digital Sales and Marketing
5. Efficient Systems, Operations and Marketing
6. Financial Pressure – managing costs, cash-flow, margins and capital investment
7. Resourcing – including supply chain issues
8. Business Continuity and Succession Planning
9. Staffing, Alignment and Productivity Issues
10. Fatigue, Stress and Work-life Balance

PROGRAM OUTCOMES

1. Confidence that your Strategy is Holistic, Practical and will Generate Improved Profitability and Resource Utilisation
2. Development of a 3-Year Strategy Plan with Key Intentions, Timelines and Budget Outline
3. Identification of Potential Business Growth Avenues, Diversification and Value-adding
4. Targeted Marketing and Sales to Capitalise on all avenues for Business Development and Growth
5. Access to New Management Tools
6. Opportunity to Improve Financial Performance and Business Security
7. Learn how to Assign and Manage energy for growth
8. Improved Decision-making Tools and Skills
9. Recruitment, Teamwork and Morale Strategies
10. Separate Personal vs Business Issues



ELIGIBILITY

The program is open to a limited number of eligible businesses located in Yarra Ranges Shire.

Businesses will have a 2 year minimum trading history. The program will support your business to recover from COVID-19 and embark on the next stage of growth.

All applicants are required to complete the Expression of Interest online form.

This is an online event.



PROGRAM DETAILS

Workshops

Four workshops specifically designed to build the knowledge and tools to apply immediately.

Consultations

Session 1: in depth 1-on-1 business analysis to get the direction and support you need.

Session 2: ION Group consultant shall define and create a strategy plan tailored to your business based on data discussed from prior session

TIMEFRAME

The program will be held over a 3 month period. The program will be online due to COVID-19.

Commencement date

The workshops will start on Tuesday 11 May 2021 from 9:30am – 11:30am and run every fortnight to 22 June 2021. The 1-on-1 consultations begin from 24 May – August 2021.

\$\$\$ Investment

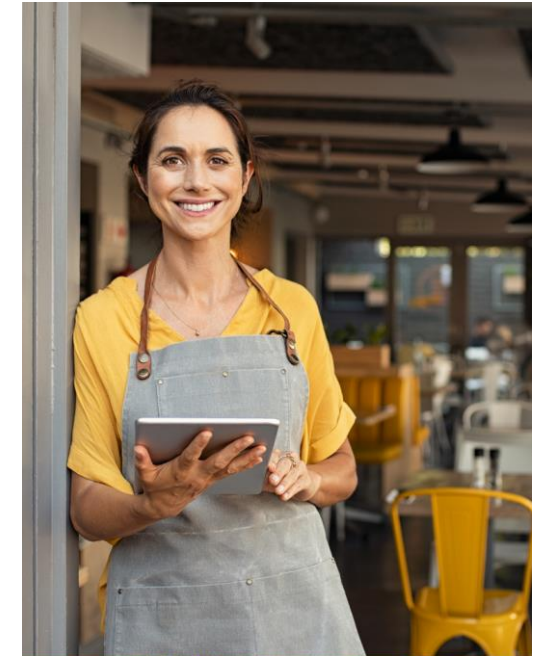
\$50 will provide an invaluable experience in excess of \$1,000 per business. Payable upon confirmed selection.



COMMITMENT

It is expected you shall attend and participate in all aspects of the program as outlined on our [events page](#).

The in-depth consulting sessions will be run via Zoom and all participants will be asked to prioritise their availability to ensure we can complete all sessions in the designated timeframe.



FOUR GROUP ONLINE E-SESSIONS

1. Rebuild your Business Mindset

- Identify the Stages of Growth that apply to your business and the correct timing for managing recovery and growth.
- Understand the mindset needed to identify and foster strategies for innovation, adaptation and change.
- How to free yourself from your business so you can develop a more objective perspective to approaching and overcoming the challenges ahead.

2. Develop and Diversify your Business

- Define the Core of your business – this entails defining your industry/segment and identifying the true needs of your target market to find new pathways to growth.
- From understanding your business Core, develop specific strategies to add value/diversify your business while remaining targeted and focused.

Learn how to harness and assign all available

- resources and energy to stabilise the business through the transition and optimise pathways for growth, including SWOT analysis and skills development to improve financial and resource management decision-making.

3. Creating a Customer-centric Business

- How to differentiate your business and the customer experience.
- How to develop and maintain a “sales and service” culture within your business.
- How to build alignment between: you (including your staff/team), your business and your customers to maximise all opportunities for growth.
- The critical importance of achieving alignment to manage business change.
- Specific strategies for recruitment, optimisation and retention of key people.

4. Marketing for the New World

- How to develop a marketing plan that adapts to each Stage of Growth for your business and which addresses internal elements (staff training & communications), external elements (prospects and customers – web & social media) and interactive marketing elements (staff and customers – service/loyalty).
- Developing the image and brand integrity for your business.
- Embracing technology/digital communications (in relation to attracting new business and improving service delivery).
- Building successful networks and collaborations.





TWO 1:1 CONSULTING SESSIONS FOR EACH BUSINESS

Individual Business Adaption and Planning Sessions (confidential)

Session 1– Face-to-face site visit or Online Consulting Session (pending COVID-19)

- Define the core of the business (What, Why and How) Map all resources and key issues
- Identify leakages that drain energy and resources
- Prioritise key issues to be addressed and start to identify potential strategies for adaption and generating incremental income

Session 2 – Online Business Adaption Strategy Plan

- Analysis of potential adaption, value-adding and diversity strategies ION Group
- prepares a draft prior to the session for review
- Initial budget estimates, financial implications and key timelines Identify
- contingencies, risks, opportunities and interdependencies



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[Click here](#) to register your Expression of Interest

To learn more call us 9294 6932. Yarra Ranges Council is here to support you. Stay up to date with business events by joining our fortnightly [eNewsletter](#). Follow us on [Facebook](#) and [Twitter](#).

For any other business enquiries please don't hesitate to contact: business@yarraranges.vic.gov.au