

Design your foundation

Building a powerful owner-director team



Owning a business is not easy... but you have a vision

We know what it is like. Apart from managing the vision and capital of your company, you are also forming and implementing strategy; nurturing culture, and juggling multiple hats as a technician and team leader. You probably lead or participate in numerous teams - keeping an eye on finance, contributing to marketing, running operations etc. Where do you do the work of an owner? How do the owners of your business agree and make decisions about the capital and vision of the organisation?

While there may be financial aspects to your vision, it's likely you, like most founders of businesses, also care deeply about customers; the product and services you deliver; your own team; and other stakeholders. You prioritise running your business over personal reward so you can deliver a return on your vision, rather than a fast return on investment.

Your capital and vision form the bedrock on which your entire organisation operates. Getting the owners and directors to work together as a cohesive and effective team is critical to your success.

A key part of this process is ensuring you have the infrastructure for tough conversations. Some of the hardest conversations to have in business take place when owners' aspirations are no longer aligned.



You've built the vision, now you need to build a team to bring it to life

ADAPT by Design helps owners solve the unique challenges faced in running, leading and growing businesses.

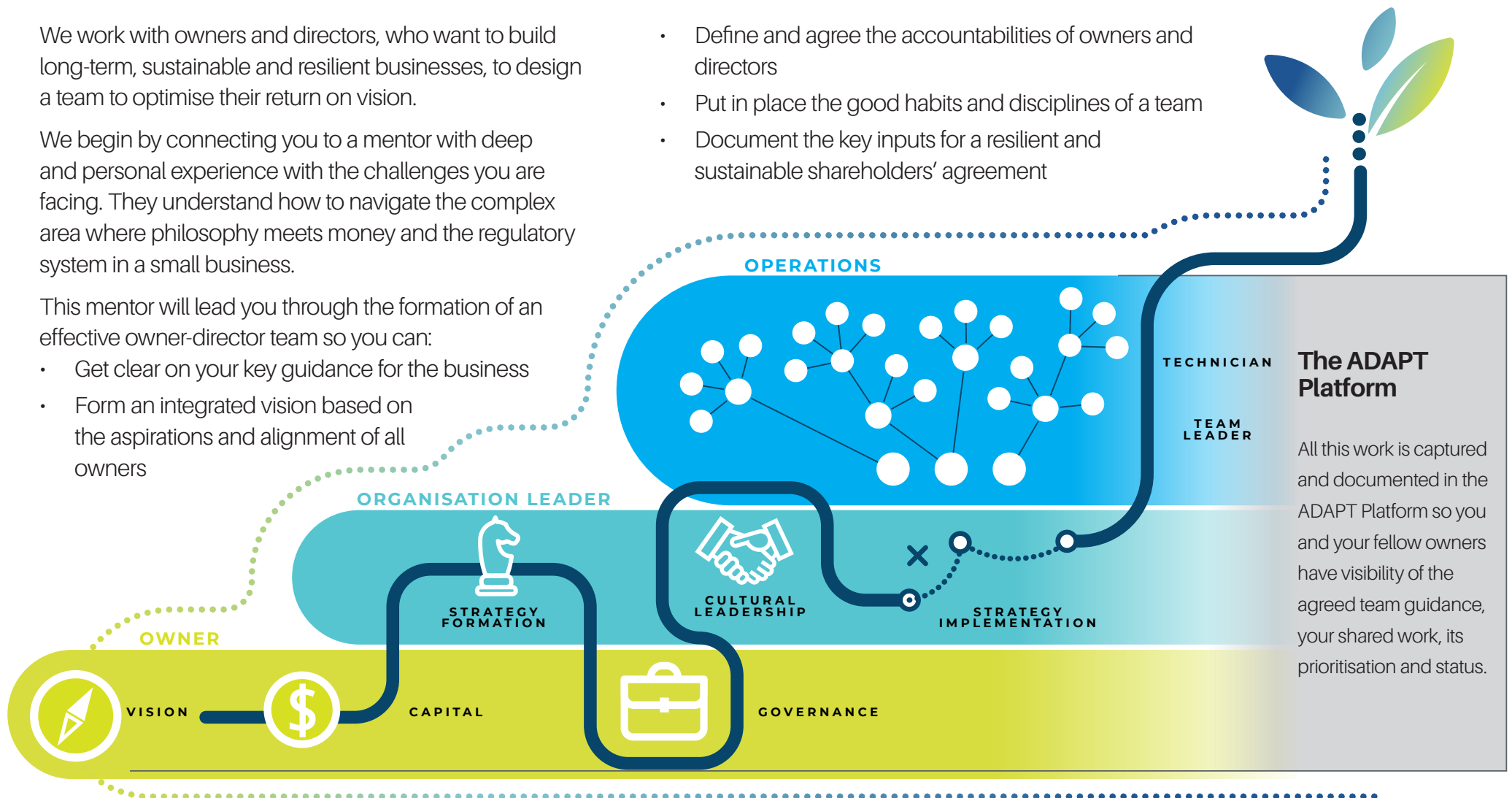
We work with owners and directors, who want to build long-term, sustainable and resilient businesses, to design a team to optimise their return on vision.

We begin by connecting you to a mentor with deep and personal experience with the challenges you are facing. They understand how to navigate the complex area where philosophy meets money and the regulatory system in a small business.

This mentor will lead you through the formation of an effective owner-director team so you can:

- Get clear on your key guidance for the business
- Form an integrated vision based on the aspirations and alignment of all owners

- Define and agree the accountabilities of owners and directors
- Put in place the good habits and disciplines of a team
- Document the key inputs for a resilient and sustainable shareholders' agreement



Keeping it all on track



Once the team is set up and clear on its accountabilities, your mentor will help you develop the discipline and habits to have productive and effective meetings every quarter to make the right entrepreneurial decisions. This includes ongoing work on:

- the vision
- how to manage and maximise capital to meet the organisation's purpose
- fair and appropriate remuneration of the leadership team
- distributing profits

A clear agenda, supported by the right behaviours in the room, will ensure these meetings are productive, documented appropriately and end with clear actions and accountabilities.

For more information

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