



Accountable Technology

# Case Study

**Industry:** Software for the accounting industry;

**Clients:** Over 500 accounting firms in Australia including 80 of the top 100.

**Staff:** >100

**Website:** www.aps-advance.com.au

**CEO Global:** Brian Armstrong

**Operating in:** US, UK, NZ and Australia

**Owned:** Part of Reckon Group, listed on ASX

**Coached by Shirlaws:** Since 2005

“Shirlaws helped us make very strategic decisions resulting in a much stronger market position and unlocking profitable, new revenue streams, while maintaining our very strong family culture.”

**Brian Armstrong, CEO, April 2009**

## Challenges

APS had a very successful operation, but it wanted to differentiate itself from competitors, manage its growth more strategically and reduce dependence on key staff. It also needed to find ways to reduce the workload and stress levels of client facing staff and management.

Shirlaws was engaged to help APS reposition itself away from a “product” to a “relationship” offering which enabled it to better communicate and deliver its consulting value proposition to accountants. Shirlaws also challenged management to rethink their capacity and growth plans, enabling them to grow more quickly and profitably.

## Value to business

### Commercial

- Increased revenue by 48% in under 12 months
- Reduced dependency on key staff
- Clearly defined roles and responsibilities
- New relationship-focused sales process
- >500% ROI on the business coaching
- As listed company were praised for their strong results during the economic downturn.

### Cultural

- Sales team aligned and re-skilled
- New corporate identity, logo and collateral
- CEO, management and staff all less stressed
- CEO in a more strategic role, more challenging and fulfilling.