

2024 was a big year for changes in HR compliance, interest rate rises and a shift in consumer behaviours coming off the back of the covid pandemic. This has created a complex playing field for lots of small to medium businesses, so we've assembled respected professionals to address some topics that are fundamental to SMEs across a range of industries. At Thrive 2025 we'll be providing insights and actionable direction on:

*Negotiating significant change*

*Sustainable growth*

*Introduction to Business Assessment Tool*

*Structuring your business to support growth, tax savings and succession planning*

*Better cashflow management*

*Utilising financial reports for better decision making*

*The important & pitfalls of HR compliance*

*Best practice onboarding*

*Manage employee performance*

*Aligning your business & marketing plans*

*What message is your business sending?*

*In-house digital audit checklist*

*Changing consumer behaviours across various digital platforms*

*Websites that convert*

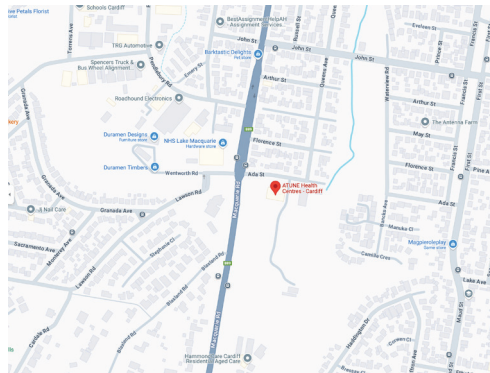
Thrive 2025 is a powerful catalyst for business owners and managers to help boost existing business in 2025 and an exceptional launchpad for those about to start a business. Don't leave your business's success to chance. The strategy, planning and expert advice you take away from Thrive could make all the difference to putting you back in the driver's seat.

**Monday, February 10, 2025**  
**8:30am registration**

**Inclusions: Questionnaire, tea & coffee, workbook, digital notes from each session**

**Registration cost: \$100 (early bird discount \$50 if booked prior to Jan 30 2025)**

**Atune Medical Centre,  
52 Ada St, Cardiff, NSW**



**To find out more, call Ian Edwards  
0452399728**

**Help Your Business  
Thrive in 2025.**



Our one-day workshop will help you create an actionable plan and equip you with the tools to put your business on track to start and finish the year with purpose.

**February 10, 2025**

**Cardiff NSW**

**\$100 per person**

**Early Bird \$50**



**Presented By**



Thrive 2025 is an opportunity to plan your business's year by intention rather than accidentally. The business planning insights and tools provided at Thrive will benefit business leaders both professionally and personally. Owning or managing a small to medium business can be stressful. At times you might feel that you're pouring all your efforts in without retaining the intended rewards. If your business is ready to grow, but you feel like you're marking time – this workshop is a chance for you to plot a roadmap to business success for 2025. If you want to change, grow, develop expand and ameliorate your business, we'd love to meet you at Thrive 2025.

## Included in Your Registration

*7 hours of expert advice, updates & guidance*

*Actionable content*

*Business on Purpose online workbook (\$65rrp)*

*One-hour private consult with Plan a Life, usually \$400*

*Mini Intrinsic HR Discovery session with gap analysis report, normally \$396*

*One-hour financial discovery session with Vision Business Planning*

*Mini website audit & digital listing management report usually \$360*

## Ian Edwards

### *Business on Purpose*

Owner of Business on Purpose and Plan a Life Coaching, Ian's 40 years' experience in business along with formal qualifications well position him to guide your business towards success. BOP is passionate about helping businesses discover where problems exist, potential can be explored, and profits can be increased.

*"I'm driven to see people living an enriched life where they can achieve and give back."*

## Daniel Bignell

### *Vision Business Advisors*

Chartered accountant Daniel Bignell partners with business owners to help them unlock the full potential of their business. After the roller coaster boom period following the pandemic, Daniel is seeing businesses face a number of challenges, and has a particular focus on cashflow forecasting and financial planning for 2025.

He'll be providing advice around cashflow management and business structuring. He's passionate about making business easier by educating and supporting business owners,



## Rachel Fraser

### *Powerful Perceptions*

Director of Marketing Company, Powerful Perceptions and the Plan Your Event Hunter platform, Rachel regularly supports B2B and B2C businesses to strategise their marketing efforts, pinpointing their target markets and ensuring coherent messaging.

Rachel will be providing updates on consumer behaviour, and digital platform trends. She'll provide a comprehensive checklist to ensuring your digital footprint

## Larissa Darcy

### *Intrinsic HR*

Co-Director of Intrinsic HR, Larissa Darcy will be updating us on some recent HR compliance changes and how to avoid risky pitfalls. Her insights into managing employee performance are set to be game changers for business efficiency, and her tips for onboarding new employees will be perfect for business keen to grow but afraid to face the potential headaches of settling in new employees.

*"I love to see success in business, people achieving their goals and thriving in business builds a vibrant community where everyone benefits."*