

# Getting to Know Alan Manly

## **What inspired you to start your business? What are your goals and values?**

I suspect that I was like so many others. I really felt that I could do things better. An opportunity came to work for myself and I took it. My goal was to do better than simply working for someone else. Better rewards I guess crossed my mind.

My Values. I am convinced that a quality product or service is an investment that will pay dividends.

## **What was the driving force behind your decision to specialise in this area of business?**

Our goal is to create the business model that enables leaders and teams anywhere in the world to apply the Think One Team method and tools in their day-to-day business.

## **What process, services and support do your clients receive?**

The success of any business will always depend on the owner/ operator. Offering encouragement to the owner leveraging off my real life

experience as an entrepreneur can assist refocusing energy to working on the business more than working for the business.

## **What challenges did you face in setting up your business?**

The first challenge is mustering the self- confidence to actually take to opportunity. Then the lack of real entrepreneurial experience to plan a start up from the ground. Capital is usually tight with start- ups. Mine was no different. It sounds easy but maintaining focus on the goal of the business being getting and keeping customers.

## **Tell us about some of the expectations that you had. Have they been met?**

I thought a business plan would address the issues. I learnt that the Robert Burns poem addresses that delusion nicely. "The best laid schemes of mice and men often go awry." I found that all estimates should be assessed with the thought that any given task will take twice as long, be twice as hard and cost twice as budgeted. The initial plan was to survive. Not glamorous but at least it was credible. Later we become more sophisticated and took the

business into a wider range of products.

## **What types of services do you offer?**

Education ranging from Certificate in Business to a Masters in Business Administration (MBA)

## **Do you provide services nationally?**

The business I manage has a large campus in Sydney. The opportunity to open in other states is always under review.

## **Do you have any plans for overseas expansion?**

We recruit from 20 plus nations using our Sydney based campus. We have recently established a partnership in Thailand. This should be the first of several.

## **What would you say to someone looking for a business consultant and what advice would you give them?**

Enter all contracts with your eyes wide open. It is purchased advice and you are the customer therefore the advice must add more value to your business than it costs. It is your business and will be your success.

