BusSA
Bus & Coach Association SA

Matthew Wilson

Pitcher Partners

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What makes a business successful and sustainable?

Matthew Wilson, Client Director – Pitcher Partners Consulting

an independent member of
BAKER TILLY
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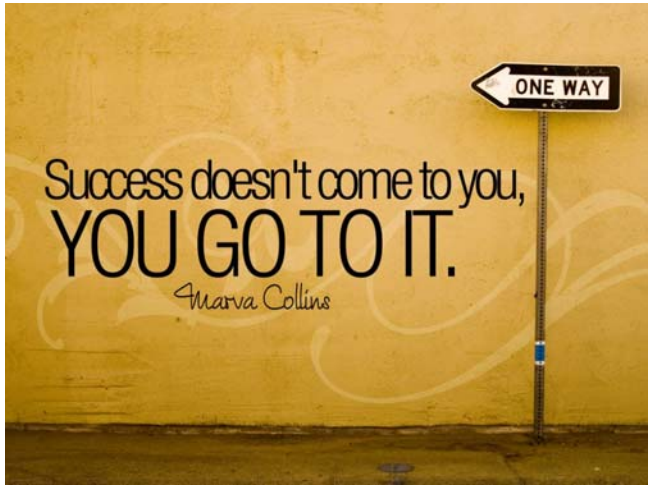
“ How do I make my business successful and sustainable”



1. Challenge – Look at yourself and your business through a strategic lens

2. Apply – Methodologies help to focus your business on strategic thinking

3. Link – Concepts to measures of value and performance

"When ever you see a successful business, someone has once made a courageous decision" *Peter Drucker*

Ensuring a solid foundation

1. Focus on managing expenses
2. Eliminate or reallocate unused capacity
3. Manage your cashflow
4. Actively manage risk
5. Actively seek multiple sources of revenue

"Sometimes it pays to sweat the small stuff…" anon

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Think and Act Strategically

1. What is your product and service
2. What are your true competitive advantages
3. What are the forces at play in your industry
   - ? What do your customers really want
   - ? What are your competitors doing
   - ? What is the government doing
   - ? What are your suppliers doing

"If I asked my customers what they really wanted they would have said a faster horse!" *Henry Ford*

React, Adapt, Shape

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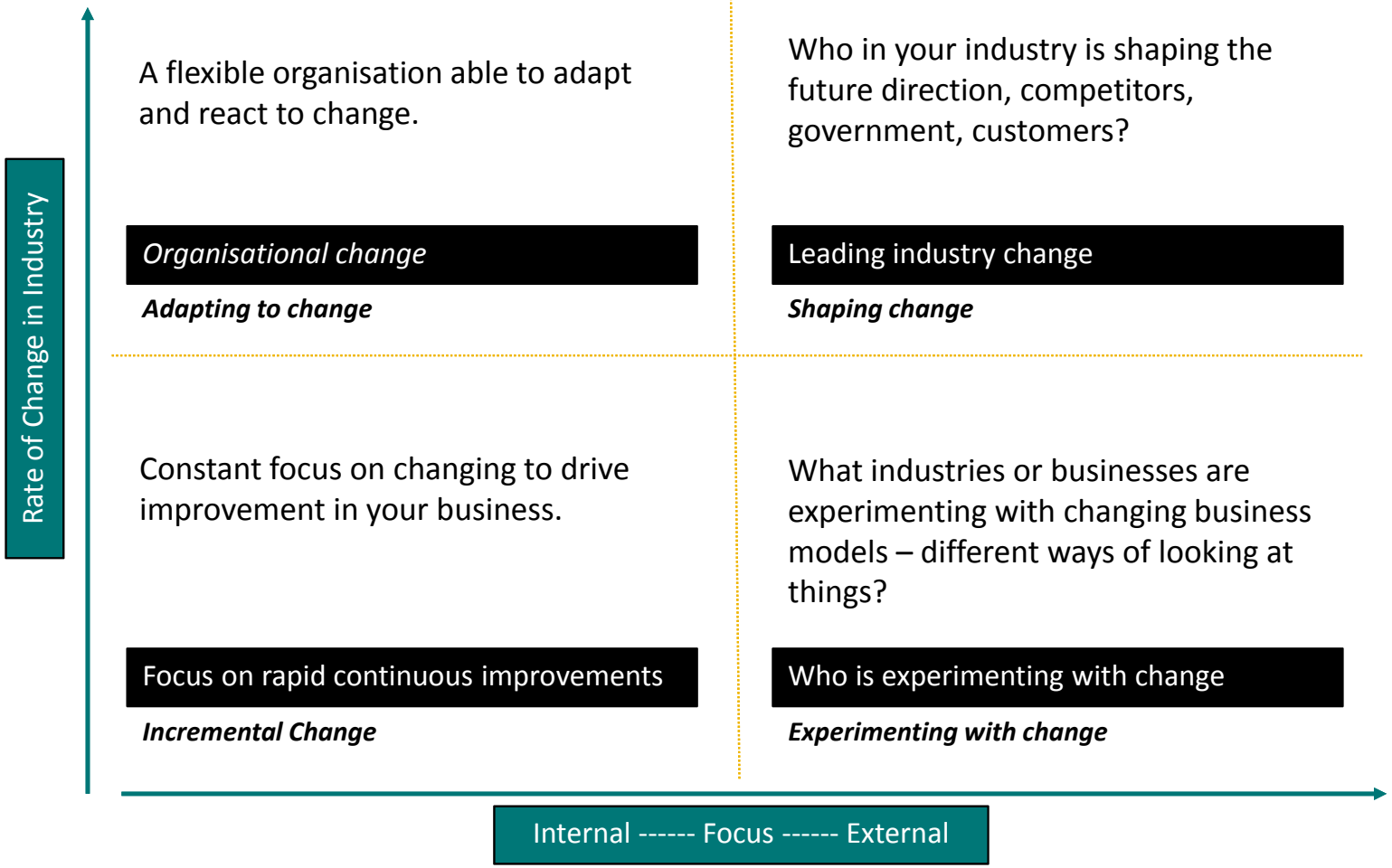
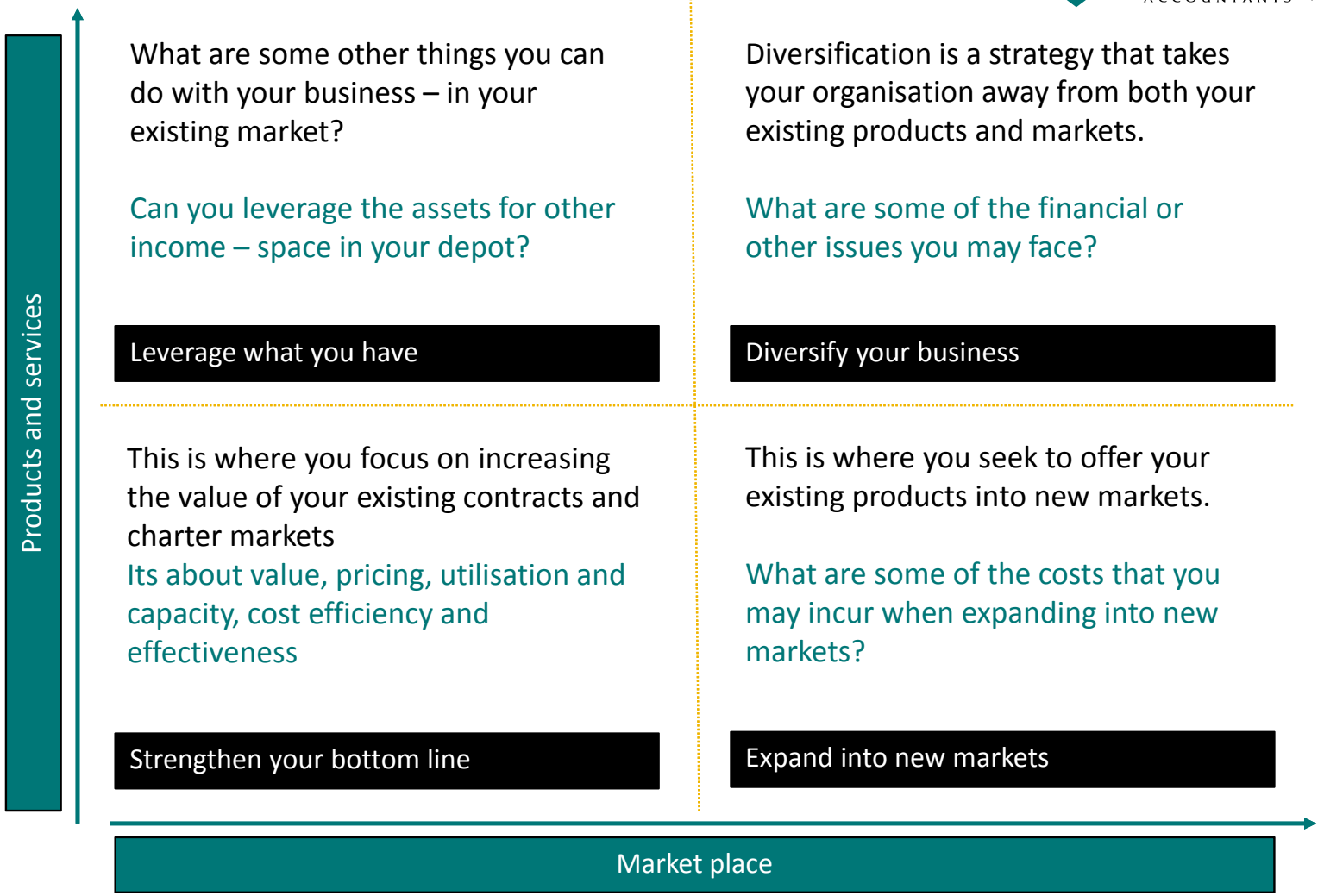

Rate of Change in Industry
A flexible organisation able to adapt and react to change.
Who in your industry is shaping the future direction, competitors, government, customers?
Organisational change
Adapting to change
Leading industry change
Shaping change
Constant focus on changing to drive improvement in your business.
What industries or businesses are experimenting with changing business models – different ways of looking at things?
Focus on rapid continuous improvements
Incremental Change
Who is experimenting with change
Experimenting with change
Internal ------ Focus ------ External

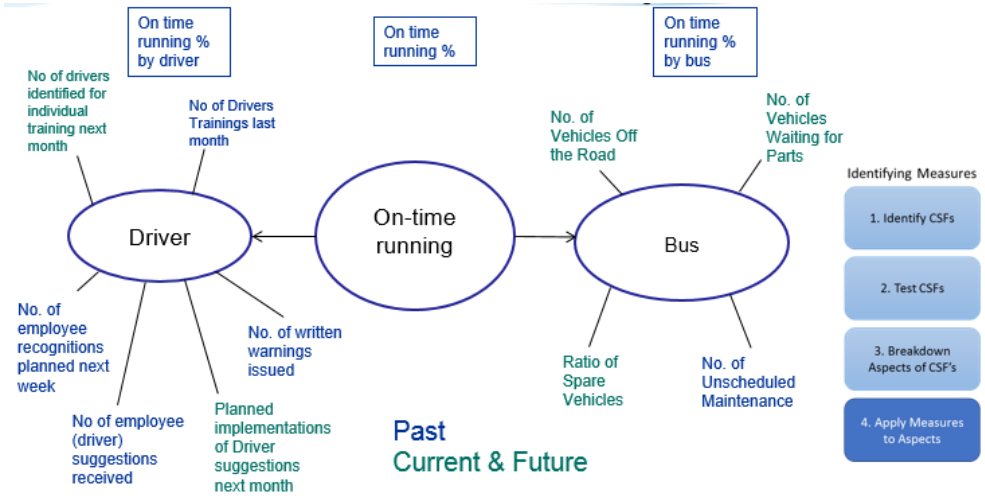
Leverage what you have…



Contractual Key Performance Measures

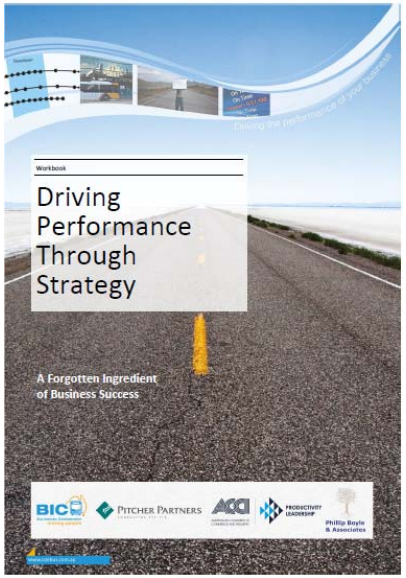
- On-time running … Passenger Value
- Cancelled / Missed Trips… Passenger Value
- Customer Complaints … Passenger Value
- Passenger Satisfaction… Passenger Value
- Vehicle Maintenance … Passenger Safety
- Driver Courtesy… Passenger Value
- Major Defects… Passenger Safety
- Passenger Growth… Effectiveness

Managing for performance



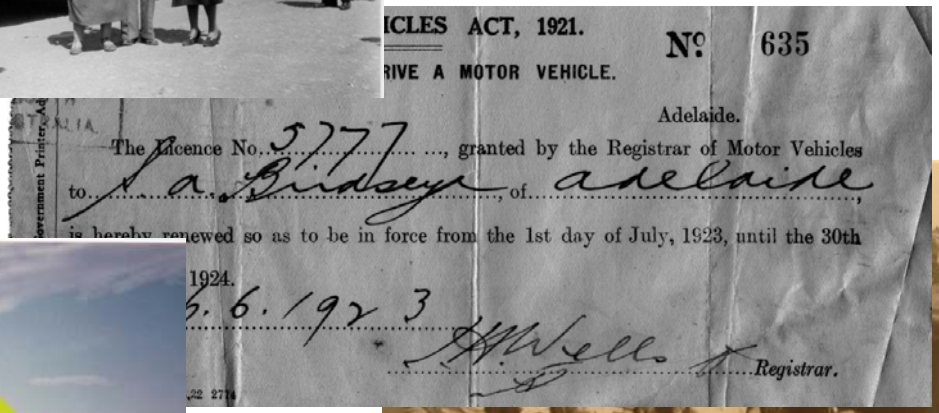
So what makes a company great?

1. They have a SOLID FOUNDATION for their business
2. They LEVERAGE WHAT THEY HAVE not just for today but for the future
3. They THINK and ACT STRATEGICALLY
4. They INTIMATELY KNOW their industry, their customers, their organisation and their value
5. They not only REACT and ADAPT to change but they actively SHAPE it
6. They CONTINUOUSLY lead – EXECUTE – manage – adjust – and refocus. Each and every day



http://ozebus.com.au/solutions-for-moving-people/guidelines

A bit of history…



Thank You!