



The Deakin Business Development Clinic - A Quick Introduction

Over the past three years, I've been working with the [Deakin University Business School](#) on a really exciting project ... and after experiencing great success with the program, I'm thrilled to share a little more about what it is, and how we're helping small businesses across Australia....

The Small Business Dilemma

For better or worse, all small businesses struggle with the same things.

A recent YouGov study found that eight in 10 (78 percent) of small business owners said that at least some of their business worries are related to cash flow.

... and when it comes to cash flow and profits ...

It doesn't matter what business they are in, what products they sell, or what services they provide. It makes no difference how big or small the business is, or how long they've been in business. And it doesn't matter if they operate in the physical or digital world.

Every small business which participates in the Business Development Clinic, or employs Deakin graduates, operates on the same premise:

- 1. They Attract Potential Customers, Sell Them Something, Make A Profit...*
- 2. Then Get That Customer To Buy Something From Them Again.*

More specifically, this larger premise breaks down into a series of steps:



These are the seven drivers of profit for any business;

and, in turn, what really drives the Australian (and global) economy:

- Around 4.8 million people worked for small businesses at the end of June 2017
- Small businesses contributed just under a third (33.1 percent) of total industry value added in the economy in 2013–14

Learning Gap For All Students

With that level of impact across the economy and the majority of students graduating into a position within the small business sector, it's critical for Deakin that our graduates get the first-hand experience with bridging the gap between their textbook learning and this real-world, small business, street-level application.

As impactful as Maslow's Hierarchy, Porter's Five Forces and Tax Depreciation Schedules are, it is extremely rare for a small business owner, (read: a graduate employer) to focus any of their time or attention on these higher level strategic elements – as numerous research studies have shown. For this large sector of the economy – *cashflow and profit drive over 85% of all business decisions.*

Enter: The Deakin Business Development Clinic



[The Deakin Business Development Clinic](#) gives students hands-on experience with some of Australia's best small businesses (*like yours - wink wink*), allowing them to apply what they've learned across their degree, whilst building a real-world, consulting portfolio.

The program has been designed to bring together some of the best undergraduate and postgraduate students into boutique, four to five person consulting teams, using a model known as [The 7 Levers of Business Framework](#), to assist a small-business client like yourself with:

- A full "Health Check" across the seven (7) key profit drivers in their business, from 'Suspect Generation' right through to 'Margin Analysis'.
- A detailed and strategic Project Brief, which provides a well-researched and planned project that the client (business) can take and implement to gain an immediate improvement in one of their 7 profit-driving areas.

After developing a solid understanding of the framework (taken from [2018's Business Book of the Year. Cadence](#)), and receiving training on consulting best practices and other relevant group sessions, the consulting teams will meet with their small business clients at Deakin Downtown (or online due to COVID-19), to investigate and discover how the framework applies to their unique business model.

The capstone deliverable is a two-part assignment consisting of a 10-15 minute presentation directly to the client, and a 4000-word, written project brief, providing the facts, findings, arguments, and objective of one (1) specific opportunity the team recommends.

This project brief will:

- Be in a format that the client can approve, and immediately begin implementing (through their internal staff, a hired gun, or via a paid contract with the student team).
- Form a tangible document that students can use to supplement their resume in a portfolio style, which demonstrates to future employers their real-world, practical experience.

Want Deakin Business Development Clinic Support *For Your Business?*

If you'd like to find out more about how your business could benefit from the program (and experience our amazing students' consulting advice), please complete this [application form](#).

See you in the trenches!

A handwritten signature in black ink that reads "Pete Williams".