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**AMMA**  
PRIVATE INVESTMENT

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**Top Performing**  
GPL Accounting Firms

# GPLNetwork

Welcome to GPL Network, the Coaching & Training specialists that provide accounting firms with the knowledge, expertise, tools and accountability to take you to the next level.

GPL Network works exclusively with accounting firms to improve both the management and performance of an Accounting and/or Financial Services division.

GPL has managed to position itself as the leading Coaching & Training specialists within Australia, known for achieving results and driving performance through practice management systems, designed to increase growth, profits, cash flow, and therefore value. Having a clear strategic direction and working with a GPL Coach to achieve greater efficiency, through better practice management & proven workflow techniques with timely measurements will determine your success as a business.

Enjoy the journey as GPL Network takes you on a road trip through the success stories of their 'High Performing Firms'!

[www.gplnetwork.com](http://www.gplnetwork.com)



**Client**  
Steven Jones

**Company**  
SRJ

**Location**  
Queensland

“ We tell our clients all the time they need us as a coach, and that's what GPL provide to us. Ideas and Strategies can be like red cordial unless they are implemented well, and it is with GPL's coaching support that we continue to grow a strong and profitable business. With 1 million dollars of organic growth this year I can't speak highly enough of the support the GPL Coaching program provides in achieving this growth. ”

SRJ

GPL  
NETWORK

**Client**  
Melanie Cassy

**Company**  
Melanie Cassy  
& Co

**Location**  
Melbourne

“ Since we started working with GPL a year ago, we have seen a number of significant changes in the way we do business. Firstly, we have a greater focus around the key numbers of our business, productivity and creating efficiencies within the team. This has resulted in our revenue increasing by 36% (without the addition of more team members), profit fast following suit and for the first time in a number of years, being completely up to date with our work for the year and moving into the new financial year with a clean slate. The second change has come from the managers taking more control of the day to day aspects of the business which has allowed me to start focusing “on the business” rather than “working in the business”. The coaching experience has added value for the whole practice at so many levels; professionally, financially and personally. ”



Melanie

Cassy & Co





Client  
Joe Walsh

Company  
Joe Walsh  
& Associates

Location  
Queensland

“ Over the past two years with GPL Network as our coach we have experienced growth of 120%, with a direct correlation to our profit using the GPL Network formula for practice management! Our goal is to continue to grow & develop the firm and our clients and offer our key people the opportunity to share in that continued success. Planning our workflow has been a key driver; we planned our capacity by team members and matched that to our clientele, getting a good start in the first month, first quarter and first six months allowed us to complete 76% of the previous year's fees in the first half of the financial year. This allowed us to provide a higher level of service to our clients and continually add value through other services, particularly in the second half of the year. ”

**& Associates**



**Client**

Alan Mitrovich

**Company**

PKF

**Location**

Queensland

“ Working with GPL Network has been a great experience that has certainly benefited our firm! They have helped us ‘the partners’ to become more accountable and they have helped us to focus on working ON our business rather than IN our business - an essential strategy in order to improve performance.

GPL’s strategic input has also been great! It has been fantastic to be able to swap and debate ideas with people who are extremely knowledgeable and have vast experience in our profession.

I would have no hesitation in strongly recommending GPL Network to anyone who is serious about improving their profit performance and growing their practice! ”





Client  
Scott Hammond

Company  
Nexis Accountants

Location  
Canberra

“ We started with GPL in May 2007 after attending their Leadership Conference on Hamilton Island. The decision to start the coaching program was made on the first day of the conference and was the best investment we have every made.

The unquantifiable benefit to come from partnering with GPL has been seen by our clients and team members. Through better workflow planning and systems we now have time to spend with clients improving their businesses, which without GPL would not be the case.

What GPL has enabled us to achieve is staggering. Revenue for the first half of the year is 50% up on last year and will be up even further for the full year. At the same time profit will have increased by 260% and cash flow is great. Our partnership with GPL will be long, prosperous and enjoyable. ”

# Accountants



**Client**

Trevor  
Schoenmaekers

**Company**

Hansens  
Accountants

**Location**

Melbourne

“ Hansens has been working with the team from GPL since their inception. GPL’s coaching and guidance have made Hansens one of the fastest growing and successful accounting firms in Australia. They have made us think more like a business rather than just an accounting firm. We had always been focused on projects and moderately successful. Two years ago through GPL’s recommendation we established a separate division solely focused on finding private capital investments for our clients. This focus along with making the other accounting divisions accountable has seen our total business turnover increase by 42% and our projects division income by nearly 300%. ”



Hansens



Accountants



**Client**  
Aldo De Luca

**Company**  
Coghlan Partners

**Location**  
Melbourne

“ Over the past 3 years GPL has assisted us in refining our own strategic business management plans and defining and attaining our own goals.

While our business model varies to the traditional accounting firm, we have continued to grow our average fee per client to \$35,000 and with our continued marketing we attract the right type of client to our business.

Business growth has exceeded 20% in the previous 12 months and a further 25% growth is planned for the ensuing financial year. ”

Partners



**Client**

Silvio Marinelli

**Company**

Highview  
Accountants

**Location**

Melbourne

“ I first was introduced to GPL Network after attending their 3 day Leadership workshop on the Gold Coast in 2007. We then began coaching in January of 2008. What we have been able to achieve in the space of 6 months is quite outstanding. As a result of having better workflow systems and a better understanding of what my role as a partner is, has lead to us exceeding our original FY target by \$100K and an overall increase in revenue of 26%. With better systems in place, we are now very focused on providing a greater level of service to our existing clients and targeting to grow by another 30% in 2009. The other major change has been the introduction of key team members into the Leadership group which allows me to get them involved in the direction and growth of the business. ”



# Highview Accountants





# Hall Consulting

**Client**  
Chris Hall

**Company**  
Hall Consulting

**Location**  
Sydney

“ Prior to working with GPL, we were a typical accounting firm with too much work, a lack of systems, lack of resources and a lack of leadership from the people at the top. 14 months later, we are a different business. With the help of GPL, we have now integrated a practice manager, better workflow management systems, greater focus on developing our team and have a more determined and structured plan for the business moving forward. While we went through a year of change, we also managed to see an increase in revenue, profit and a HUGE 25% increase in collections for the year. We now have a core foundation which is ready to take us to the next level and beyond. ”

**Client**  
Shirley Allsopp

**Company**  
Allsopp  
Accountants

**Location**  
Queensland

“ Since joining the coaching program with GPL in September 2006, I have enjoyed the enthusiastic support and coaching of the GPL team on a weekly basis. This has proven extremely beneficial as during this time we have moved to commercial premises (a big step after having worked from a home office for 20 years!) and are on track to double our turnover from joining GPL to the end of the current financial year by using improved processes and systems (some of which have been developed by GPL specifically for accountants).

My team have attended carefully and appropriately developed seminars including 'On the Bus' that was a great benefit to staff. It allowed them to recognise where the business was headed and the part they could play in that to their own benefit and for the benefit of the business. The two Annual Leadership Conferences that I have attended provided inspiration and tools that allowed me to return to my workplace prepared, refreshed and enthusiastic about the future of my business. I have recommended the GPL Network to many of my colleagues. ”



Allsopp

Accountants



# Overview

## of GPL Products and Services

### Coaching:

Full day strategic & operational planning day to set the direction  
30 minute phone coaching call with the management team  
Action plans to drive implementation  
Weekly & monthly KPI monitoring to measure performance  
Access to the online Accountants Business Academy systems folder

### Training & Workshops:

Leadership Advanced Practice Management – Partners/Leaders training workshop  
'Getting the Right Team on the Bus!' – Team training workshop  
'On the Bus2' – Team training workshop  
'On the Bus3' – Team training workshop  
Manager Development – Senior Accountants & Managers workshop

### Products:

Workflow – Workflow Management DVD & CD  
Growth – 'How to increase the AVERAGE FEE from \$3,000 to \$20,000' DVD & CD  
Marketing – '4 Pieces of the Marketing Jigsaw' CD  
Human Resources – 'Your HR Toolbox' CD

Go to [www.gplnetwork.com](http://www.gplnetwork.com) for more details.



## Advanced Practice Management Workshop

GPL's signature event is our annual Leadership Advanced Practice Management workshop, the only 3 day workshop in the country where you will learn firsthand how firms have revolutionised their businesses.

Leadership APM has a strong focus on workflow and practice management techniques with, the best practice systems, guest speakers and 'how to stories' from GPL's firms and coaches!

Here's just one of the many raving comments we received from this year's conference:

“ I have been in practice for 38 years and have been to many events both motivational & technical & rate yours as one of the best, if not the best! Your team & the guest speakers delivered in 3 days a wealth of practical knowledge and experiences that gave every one of us a number of simple and practical ideas that we could implement immediately. So many times business owners or key people use up valuable training time listening to text book theories on 'what can be done' and it was refreshing to hear more of the 'how to do it' stories. ”

**John Bennetts, Bennetts - SAS**