



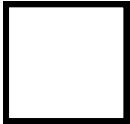
START

PILLAR #1

STRUCTURE

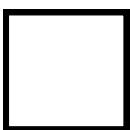
Structure- Is your business structured in a way that protects it legally, maximises its tax requirements and is not too complex to manage?

BREAKDOWN



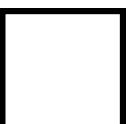
BUSINESS STRUCTURE

Choose the right business structure—sole trader, partnership, company, or trust—to suit your needs. Each affects taxes, liability, and operations, so set up properly to protect your assets and maximise profits.



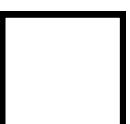
ESTABLISH SEPARATE BUSINESS AND PERSONAL FINANCES

Separate business and personal finances with a dedicated account. This keeps cash flow organised, simplifies tax time, and ensures you're tracking profits and expenses properly for better financial management.



ORGANISATION STRUCTURE

Who are the people you need to fill the positions you need now, next and into the future as you grow? The first few hires are critical to you starting right and understanding how they support your business is critical to your success



COMPLEXITY IS THE ENEMY

One business is usually enough if set up properly. Adding trusts, holding, or trading structures can bring complex costs, so only expand when necessary and with the right advice.

COMMENTS

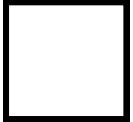


PILLAR #2

COMPLIANCE

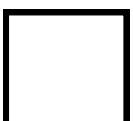
Compliance - Do you have the licences that are required to be obtained and held to provide your products and services? Do you have the insurances you need? Do you know and have the certifications that are required by the industry and your clients?

BREAKDOWN



OBTAI~~N~~ NECESSARY LICENCES AND PERMITS

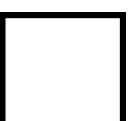
Depending on your trade and location, specific licences and permits are mandatory. For instance, electricians and plumbers require state-specific licences. Utilise the Australian Business Licence and Information Service (ABLIS) to identify the exact licences needed for your business activities.



SECURE APPROPRIATE INSURANCE COVERAGE

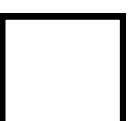
Public Liability Insurance: Covers claims of injury or property damage resulting from your business operations.

Workers' Compensation Insurance: Mandatory if you have employees, covering work-related injuries or illnesses. Talk to a good broker to make sure you are covered.



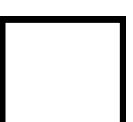
OBTAI~~N~~ INDUSTRY-SPECIFIC CERTIFICATIONS

Certain trades require specific certifications to demonstrate competency and compliance with industry standards. For example, builders may need accreditation from the Master Builders Association, and electricians might require an additional certification.



ADHERE TO OCCUPATIONAL HEALTH AND SAFETY (OHS) REGULATIONS

Compliance with OHS regulations is crucial to ensure a safe working environment. This includes implementing safety management systems, conducting regular risk assessments, and providing necessary training to employees.



MAINTAIN UP-TO-DATE TRAINING AND CONTINUOUS PROFESSIONAL DEVELOPMENT

The competitive landscape varies by trade and region. For instance, in the trade based industry sector, major players include large national operators and small local businesses. Understanding your specific trade's market is crucial.

BIG 12 PILLARS TO START RIGHT

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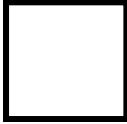


PILLAR #3

RISK AND REWARD

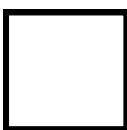
Risk and Reward- Do you know who are the current competitors in the market? Do you know the industry benchmarks for profit? Do you know the gaps in the market you can go after? Do you know who are the ideal clients and what is required to get them?

BREAKDOWN



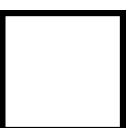
IDENTIFY CURRENT COMPETITORS IN THE MARKET

The competitive landscape varies by trade and region. For instance, in the trade based industry sector, major players include large national operators and small local businesses. Understanding your specific trade's market is crucial.



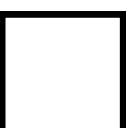
UNDERSTAND INDUSTRY PROFIT BENCHMARKS

Profit margins differ across industries. For example, in the 2022-23 financial year, the Construction industry in Australia reported an EBITDA of \$58.5 billion, reflecting an 11.6% increase from the previous year



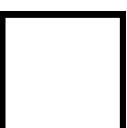
IDENTIFY MARKET GAPS TO TARGET

Opportunities exist in underserved areas or niches within your trade. For example, sustainable and Green Construction, Ageing and Accessible Housing Modifications, Trades that turn up on time, do a good job and don't leave a mess are more rare than you would think!



DETERMINE CAPITAL REQUIREMENTS FOR INCOME GENERATION

The capital needed varies based on the trade and business scale. Initial expenses may include equipment, licensing, insurance, and marketing. For instance, starting a small plumbing business might require purchasing tools and a vehicle, while a larger operation could need significant investment in machinery and staff.



IDENTIFY IDEAL CLIENTS AND STRATEGIES TO ACQUIRE THEM

Ideal clients depend on your trade; they could be homeowners, businesses, or government entities. To attract them, establish a strong online presence, network within your community, and offer competitive pricing and quality service.

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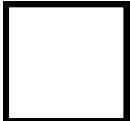
COMMENTS

PILLAR #4

PEOPLE

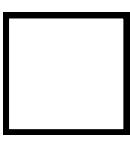
People - Do you know who is required to operate the business at the start and into the future? Do you know what skillsets are needed? Do you know what are the market rates for wages? Are they available? Do you know where will you find them? How will you attract and keep them?

BREAKDOWN



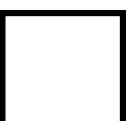
IDENTIFY KEY ROLES FOR BUSINESS OPERATIONS

At the start, essential roles typically include the business owner, licensed tradespeople (e.g., plumbers, electricians), and possibly an administrative assistant for managing bookings, invoicing, and client communication.



DETERMINE THE NECESSARY SKILL SETS

Key skill sets depend on the trade, but generally include technical proficiency, industry certifications, compliance knowledge, and safety training. Additionally, customer service and communication skills are important for interacting with clients.



UNDERSTAND MARKET RATES FOR WAGES

Market rates vary by trade, experience, and region. For example, the average hourly rate for an experienced electrician or plumber in Australia can range from \$35 to \$50, while apprentices may start around \$20 per hour.



IDENTIFY TALENT AVAILABILITY AND SOURCING LOCATIONS

Skilled tradespeople are often in high demand, especially in regional areas. Talent can be sourced through industry job boards, apprenticeship programs, TAFE (Technical and Further Education) institutions, and trade schools.



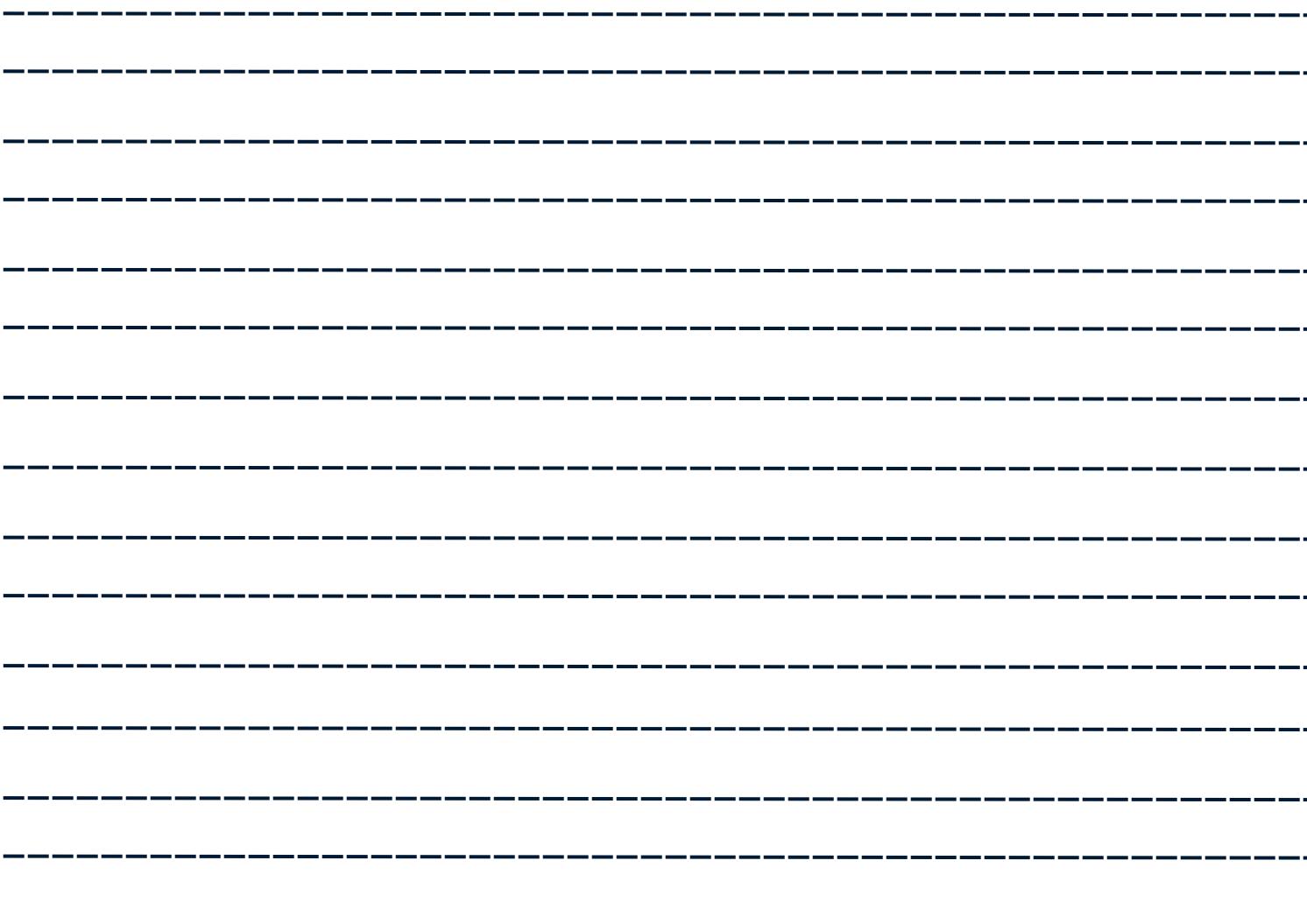
DEVELOP STRATEGIES TO ATTRACT AND RETAIN TALENT

To attract skilled workers, offer competitive wages, clear career progression, and a safe, respectful work environment. Benefits like professional development, certifications, and apprenticeships can also enhance appeal.

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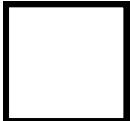


PILLAR #5

LEVERAGE

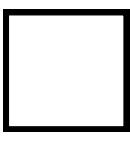
LEVERAGE- Work Smarter not Harder. Leverage systems, technology, and smart processes to work more efficiently, not harder. Automate admin tasks, use job management software, delegate effectively, and focus on high-value work to maximise productivity and profits.

BREAKDOWN



JOB MANAGEMENT AND SCHEDULING SOFTWARE

Do you use job management software, like ServiceM8, Tradify, or SimPRO, which is designed specifically for trade-based businesses?



ACCOUNTING AND FINANCIAL SOFTWARE

Do you use accounting software such as Xero, MYOB, or QuickBooks that provide robust financial management capabilities, including invoicing, expense tracking, payroll, and tax compliance?



CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM

Do you use a CRM system, like Salesforce, HubSpot, or Zoho CRM, that helps you manage customer interactions, sales, and lead tracking?



DOCUMENT MANAGEMENT AND ADMINISTRATION SOFTWARE

Do you use efficient document management software that is essential as your business grows and administrative tasks become more complex. Software like Google Workspace, Microsoft 365, or Dropbox?



ARTIFICIAL INTELLIGENCE (AI)

Research how you can leverage AI by using job scheduling apps, automated invoicing, AI-powered chatbots for customer inquiries, and estimating software to speed up quotes, reduce admin time, and improve efficiency.

BIG 12 PILLARS TO START RIGHT

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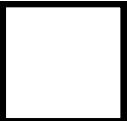
PILLAR #6

RECRUIT AND ONBOARD

Precision in Recruitment - Do you have detailed job descriptions and implement assessments to evaluate both technical skills and cultural alignment?

Comprehensive Onboarding Process -
Do you Introduce new hires to your
company's culture, systems, and
expectations with structured orientation
programs.?

BREAKDOWN



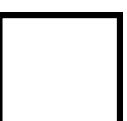
PRECISION IN RECRUITMENT

Develop detailed job descriptions and implement assessments to evaluate both technical skills and cultural alignment. This ensures you attract candidates who not only meet the technical needs but also share your company values. A precise recruitment process reduces turnover and lays the foundation for a high-performing team.



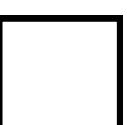
COMPREHENSIVE ONBOARDING PROCESS

Introduce new hires to your company's culture, systems, and expectations with structured orientation programs. Guided mentorship and training ensure they quickly adapt and feel empowered in their roles. Effective onboarding fosters confidence, productivity, and long-term employee engagement.



INTEGRATION WITH COMPANY CULTURE

Align employees with your mission, vision, and values to create a unified team. Regular communication, feedback loops, and engagement activities ensure employees feel valued and connected, strengthening their commitment to the organisation's goals.



COMMITMENT TO DEVELOPMENT AND RETENTION

Invest in ongoing upskilling opportunities and provide clear career growth pathways. Recognise and reward employee contributions to maintain motivation and loyalty. Continuous development not only enhances individual capabilities but also ensures your workforce remains adaptable and aligned with evolving business needs.

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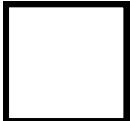
LEADERSHIP

Empowerment and Delegation - Effective leaders trust their teams. Do you delegate responsibilities and encourage autonomy?

Visionary Guidance

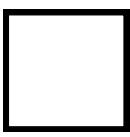
World-class leaders inspire teams by articulating a compelling vision and aligning daily operations with long-term goals. This creates a sense of purpose and direction, motivating employees to work collaboratively and innovatively towards shared success.

BREAKDOWN



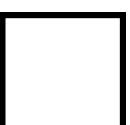
CLEAR AND INSPIRING VISION

A visionary leader must articulate a clear and inspiring long-term vision for the business, highlighting its purpose, direction, and goals. This vision should resonate with employees at all levels, demonstrating how their work contributes to the company's success and the broader impact on clients, the industry, and the community.



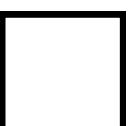
STRATEGIC GOAL SETTING AND ALIGNMENT

Translate the vision into actionable and measurable strategic goals that align with the business's growth trajectory. Communicate these goals effectively and ensure they cascade down to individual and team objectives.



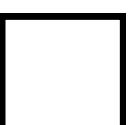
ADAPTABILITY AND INNOVATION

Visionary leadership requires embracing change and fostering innovation to stay competitive in a dynamic industry. Encourage the adoption of new tools, technologies, and methods that improve efficiency and quality.



EMPOWERMENT AND DELEGATION

Empower team members by delegating responsibilities, trusting their expertise, and encouraging autonomy in their roles. Invest in leadership development programmes to nurture future leaders within the business.



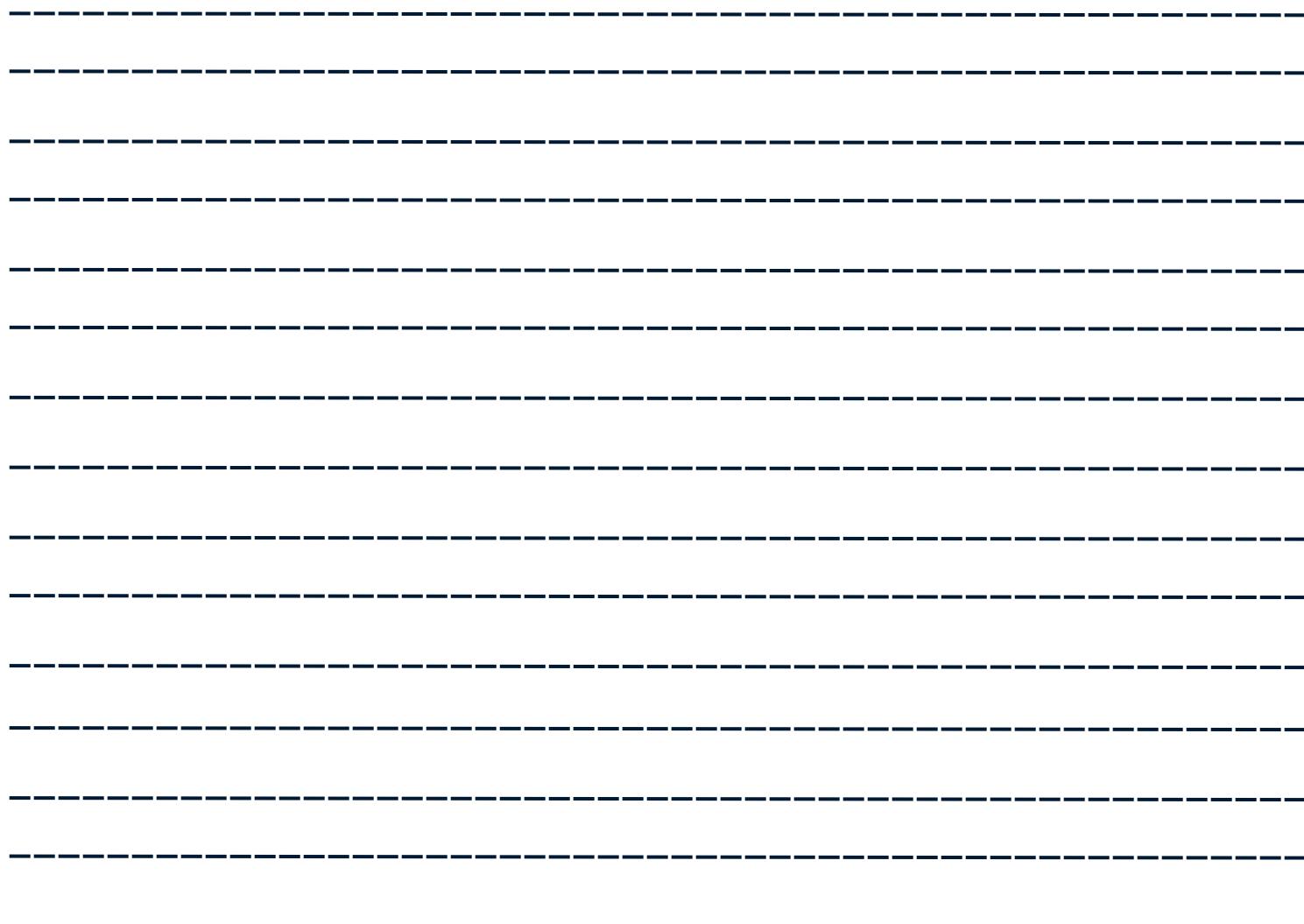
CONSISTENT COMMUNICATION AND ENGAGEMENT

Visionary leaders maintain consistent, open communication with their teams. Share updates on progress toward goals, celebrate successes, and address challenges transparently. Regularly engage with employees through team meetings, one-on-one check-ins, and informal interactions to reinforce the vision and maintain alignment.

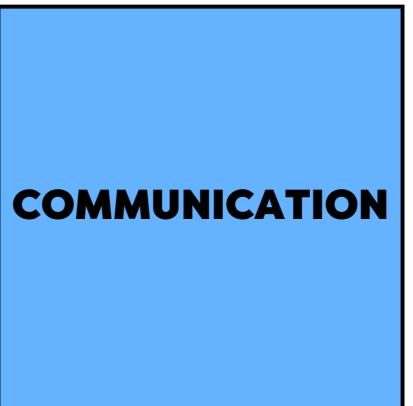
BIG 12 PILLARS TO START RIGHT



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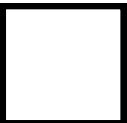


PILLAR #8



Communication - Effective communication ensures alignment on goals, enhances collaboration, and builds trust within the team and with stakeholders. By prioritising transparency and responsiveness, the company strengthens relationships, reduces misunderstandings, and supports a productive, engaged workforce.

BREAKDOWN



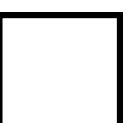
PRINCIPLES

Do you know and live by the Resvita 4 core communication frames?



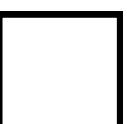
INTERNAL

Do you use job management apps, team messaging platforms, clear job briefs, regular check-ins, and automated updates to ensure everyone stays informed, reducing mistakes and improving efficiency?



EXTERNAL

Do you use automated booking systems, SMS updates, clear quotes, follow-up emails, and professional social media to keep clients informed, build trust, and enhance customer experience?



COMPLEXITY IS THE ENEMY

Complex communication leads to misunderstandings, delays, and mistakes. Keeping messages clear, direct, and simple ensures everyone—from your team to your clients—understands expectations, reducing errors and improving efficiency on the job.

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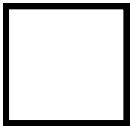
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PILLAR #9

GET THE WORK

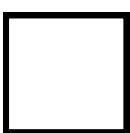
Getting more work - in a company's overall plan focuses on expanding business opportunities through proactive marketing, strong client relationships, and a reputation for quality.

BREAKDOWN



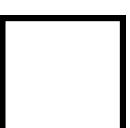
BUILDING STRONG CLIENT RELATIONSHIPS

Develop lasting relationships with existing clients through consistent communication and quality service. Satisfied clients are more likely to provide repeat business and referrals, ensuring a steady flow of opportunities.



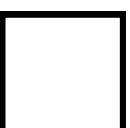
PROACTIVE MARKETING EFFORTS

Invest in targeted marketing strategies, such as online advertising, social media engagement, and local networking. These efforts enhance visibility, attract new customers, and position your business as the go-to provider in your field.



LEVERAGING REFERRALS AND PARTNERSHIPS

Encourage satisfied clients to refer your services and establish partnerships with complementary businesses. This expands your reach and introduces you to new markets without significant upfront costs.



CONSISTENT QUALITY AND REPUTATION MANAGEMENT

Maintain high standards of service delivery and address client feedback promptly. A strong reputation for quality work enhances trust and makes winning new projects easier through word-of-mouth recommendations.

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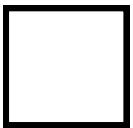
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PILLAR #10

COMPLETE THE WORK

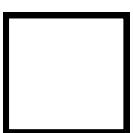
Completing more work - This involves optimising workflows, reducing bottlenecks, and maintaining quality standards. By increasing output capacity, the company boosts revenue, improves client satisfaction, and strengthens its reputation, creating a foundation for sustainable growth and repeat business.

BREAKDOWN



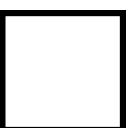
EFFECTIVE PROJECT MANAGEMENT

Implement structured project management practices, including clear timelines, defined responsibilities, and resource allocation. This minimises delays, improves productivity, and ensures projects are completed on time and within budget.



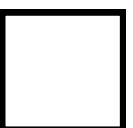
STREAMLINED WORKFLOWS

Optimise workflows by eliminating bottlenecks and adopting tools or technology that enhance efficiency. Standardised processes help teams work cohesively, reducing errors and increasing output capacity.



SKILLED AND EMPOWERED TEAMS

Invest in regular training and upskilling to equip your team with the skills needed for high-quality work. Empowering employees to make decisions on-site ensures swift issue resolution and keeps work progressing smoothly.



PROACTIVE CLIENT COMMUNICATION

Keep clients informed about project progress and address concerns promptly. Transparent and consistent communication builds trust and reduces disruptions, enabling smoother project completions and stronger client relationships.

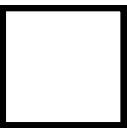
COMMENTS

PILLAR #11

GET PAID FOR THE WORK

Getting paid for more work - in a company's overall plan ensures timely and accurate invoicing, proactive follow-up, and clear payment terms to maximise cash inflows. By streamlining billing processes, managing receivables, and fostering strong client relationships, the company secures prompt payments, enhances cash flow, and reduces financial strain, supporting stable operations and future project funding.

BREAKDOWN



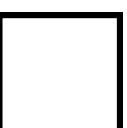
CLEAR CONTRACTS AND PAYMENT TERMS

Establish robust contracts with transparent terms and conditions, including payment schedules, late fees, and deliverable milestones. Clear agreements set expectations upfront and minimise disputes.



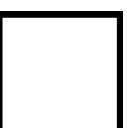
ACCURATE AND TIMELY INVOICING

Send detailed invoices promptly after completing work. Ensure invoices clearly outline services provided, amounts due, and payment deadlines to avoid confusion and accelerate payments.



PROACTIVE FOLLOW-UP PROCESSES

Implement a structured follow-up system to remind clients of upcoming or overdue payments. Regular communication helps maintain cash flow and reduces the likelihood of delayed payments.



ESCALATION AND DISPUTE RESOLUTION MECHANISMS

Have a defined process for addressing overdue accounts, such as escalation to collections or legal action when necessary. Resolving payment issues quickly ensures financial stability and protects your profitability.

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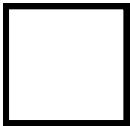
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PILLAR #12

FINANCIAL EXCELLENCE

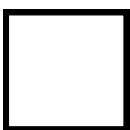
Financial excellence - means achieving optimal financial performance through effective budgeting, accurate forecasting, and strategic resource allocation. It involves maintaining strong profitability, minimising waste, and maximising returns on investment.

BREAKDOWN



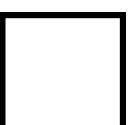
KEEPING YOUR REPORTING RELEVANT AND VALUABLE

Tailored Metrics for Your Goals Focus your reports on KPIs that align with your business objectives, such as profit margins or cash flow forecasts. Customising metrics ensures the data is actionable and supports decision-making for achieving strategic goals. Three major score card P/L - B/S - Cashflow statement



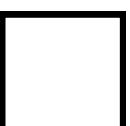
CASH IS KING...

It is all good to be driven by a higher purpose, but last I checked, you cannot pay for your ice-cream by sharing your purpose, vision or mission statements. The reality of that situation is they want CASH, just like we would expect in exchange for our services.



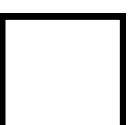
FINANCIAL EXCELLENCE - GETTING THE WORK

Financial excellence starts with securing profitable work. Focus on smart pricing, accurate quoting, and targeting high-value jobs. Building strong client relationships and marketing effectively ensures a steady flow of quality projects.



FINANCIAL EXCELLENCE - COMPLETING THE WORK

There are so many ways to judge and score an individual jobs performance. And it is all time well spent! By being able to read the dials of this cockpit, you are able to take the correct actions to effect the desired changes or improvements.



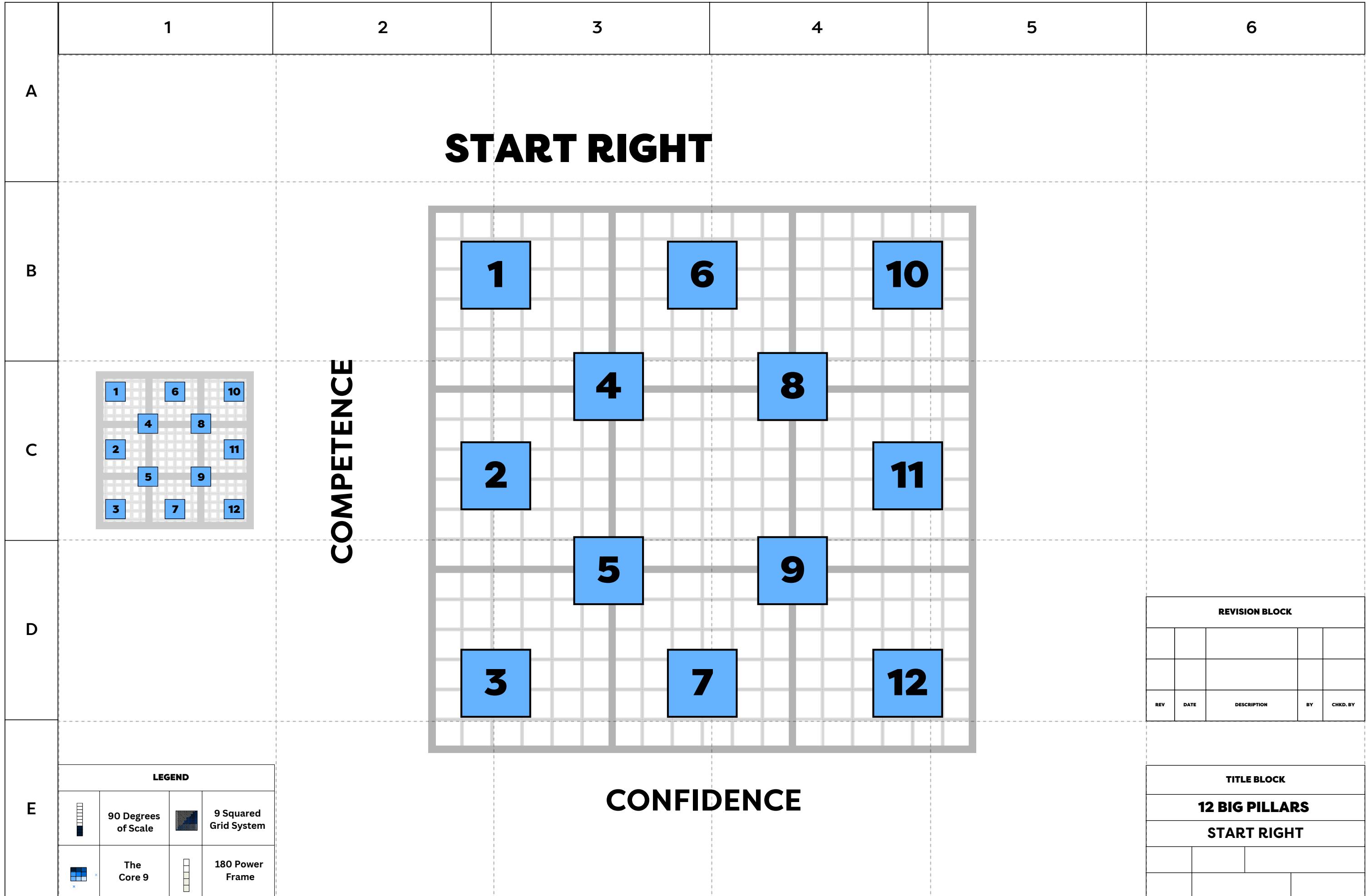
FINANCIAL EXCELLENCE - GETTING PAID FOR THE WORK

This is the financial roadmap of a business, showing where all the cash is flowing from and to. Most importantly, when managed correctly, it reveals the moment cash may run out. Every business should maintain the longest runway possible to ensure stability, allowing time to adapt, pivot, and make necessary changes when unexpected challenges arise.

BIG 12 PILLARS TO START RIGHT

- 1
- 2
- 3
- 4
- 5
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- 10
- 11
- 12

COMMENTS



Don't wish it was easier, wish you were better.

Don't wish for less problems, wish for more skills.

Don't wish for less challenge, wish for more wisdom.

Jim Rohn

Resvita

Thank you!

Thank you for taking the time to uncover more about who you are and how you operate and help us continue change the way tradies build their businesses.

We would love to discuss your learnings further, and to see if we could help you spread the wealth of wisdom further.

If so please contact us!

The Resvita team

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Resvita

Resvita Resources



30-Day
Traction Toolkit



60-Day
Momentum Blueprint



Blueprint To Brilliance
Scorecard



Extra Resources
To Help