



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

***AN INTRODUCTION TO
FRANCHISE OPPORTUNITIES WITH
THE ALTERNATIVE BOARD®***





THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

SUPPORT, ENCOURAGE, INSPIRE

The Alternative Board is the world's largest peer-to-peer support and business advisory franchise.

We empower business owners to achieve more - more profitability, productivity and personal fulfilment.

In the 2019 *Entrepreneur* Magazine's 40th Annual Franchise 500 awards The Alternative Board was ranked No. 1 in the category of Business Coaching and Consulting.



The Alternative Board first came into being in 1990 in the USA and now operates in twenty countries around the world working with more than 20,000 business-owning members. Established in New Zealand in 2012, we have a growing network of franchise owners and facilitators throughout the country.

Our franchise owners run engaging, membership-only board meetings every month where business owners pool their knowledge and experience for the benefit of the group. Each board typically consists of up to 10 owners of private companies. Non-competing members are brought together in a confidential environment where they can openly discuss opportunities and challenges and benefit from practical 'real life' advice from fellow business owners.

The Alternative Board franchise owners harness peer power!



“New Zealand business owners need The Alternative Board because invariably they are small businesses and it is an opportunity for them to learn from other business owners. It is a trusted environment and they can share their ideas, share their learnings and be able to learn from other people so it is really quite a unique situation for them.”

Scott Morris, Franchise Owner, Auckland East



THE ALTERNATIVE BOARD®
Shared Wisdom, Bottom Line Success

CULTURE STATEMENT

At The Alternative Board we support and celebrate our community members' personal and business vision, journey and achievement through measured **accountability**, collective wisdom, **lifelong learning, innovation** and leveraging global best practices and tools. We are a giving and receiving **community**, where we treat each other as we would like to be treated and pursue trusted advisor relationships.



“My level of satisfaction with my decision to join TAB is very, very high. I was looking for something exactly like this and when I came across the opportunity to buy a TAB franchise and looked into it, it ticked every single box that I was looking for. So far, it's absolutely delivered on what I'd expected and more, to be fair!”

Wayne Baird, Franchise Owner, Hawkes Bay



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

GROW, LEARN, ACHIEVE

In addition to facilitating board meetings, The Alternative Board franchise owners also provide one-to-one coaching sessions for our business owning members.

Everyone has a different idea of what success means to them. Our franchise owners help their members to define personal and business goals and, once the visions are clear, to build strategies and action plans to achieve them.

FREEDOM, FULFILMENT, FRANCHISE!

It's not often that a business opportunity offers a real sense of personal satisfaction combined with financial freedom and flexibility but The Alternative Board franchise does exactly that. Key benefits of a franchise with The Alternative Board include:

- ↳ Long term licence to operate a global brand in an exclusive territory
- ↳ Regular, predictable income stream from membership subscriptions
- ↳ Low operating costs with no employees or inventory
- ↳ Flexibility to achieve a work-life balance
- ↳ Opportunity to generate additional revenues by using your business expertise to help your members flourish
- ↳ Access to a comprehensive content library
- ↳ Being a member of a global community of fellow franchisees
- ↳ Opportunity to build a scalable and saleable business
- ↳ Good return on your initial investment

The Alternative Board franchise is an equity-building business with a proven exit opportunity.

We believe in supporting our franchise owners achieve their own goals too!

"I think a lot of business owners are in a position where they need somebody to talk to, they need to get some peer group advice from time to time and I guess that sense of not wanting to be seen as being alone."

Stephen Wilkinson, Franchise Owner, Christchurch & North Canterbury



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

THE BUSINESS OWNERS STRATEGIC ADVANTAGE

Using our proven processes and exclusive planning and development tools, our franchise owners unlock the down-to-earth experience and skillsets of their board members to deliver an invaluable and inspiring service to SME business leaders.

In addition to receiving the monthly collective wisdom delivered through our board meetings, and having access to one-to-one coaching and our business diagnostic and planning tools, members also gain in many other ways, including:

- ↳ Being accountable to one another
- ↳ Gaining confidence in making the right decisions for themselves and their business
- ↳ Understanding that they are not alone in facing many of the issues arising for SME owners
- ↳ Distinguishing between the important and the urgent
- ↳ Forming genuine friendships with fellow business owners outside the board room
- ↳ Participating in member events and conferences
- ↳ Having access to like-minded TAB members around the world
- ↳ Receiving our monthly Tips from the Top newsletter



“In my experience business owners need The Alternative Board because it is an opportunity for them to share ideas with other business owners on a similar scale of business and an opportunity to be held accountable for their actions, to get on and do things in their business and that’s what business owners really love about The Alternative Board.”

Scott Morris, Franchise Owner, Auckland East



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

OUR HEAD OFFICE TEAM

From our head office in Auckland, we assist our national team of franchisees with business, marketing and accounting support. We have additional expertise provided as necessary from our global headquarters in Denver, Colorado and our worldwide network of more than 200 franchise owners.

Stephen James
Managing Director
The Alternative Board New Zealand



Stephen introduced The Alternative Board to New Zealand in 2012. Starting out on Auckland's North Shore, Stephen quickly established 3 boards of local business owners and, having proven the country's receptivity to business-owner advisory boards, turned his attention to building and supporting a network of fellow franchisees throughout New Zealand.

Prior to his involvement with The Alternative Board, Stephen had acquired over 30 years of wide-ranging international business experience, specialising in corporate finance. He has been involved in the purchase and sale of many businesses, large scale capital raisings, operations and governance, particularly during his 14 years working at Rank Group alongside Graeme Hart. In his earlier career, Stephen gained experience in the oil and gas industry and in investment banking and has owned a farming business in the Waikato. He has also undertaken voluntary directorship roles with Triathlon New Zealand and Riding for the Disabled.

Stephen has a B.Sc. (Econ) from the London School of Economics.



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

Sandra Waine
Accounts
The Alternative Board New Zealand

Sandra is an integral part of the head office team providing accounting services to our Franchisees and maintaining the financial records needed for the effective running of The Alternative Board. As a former small business owner and with a wealth of general accounting experience Sandra has a good understanding and appreciation of the issues that affect businesses and SME's.



Angela Eastwood
Executive Assistant
The Alternative Board New Zealand

Angela has a broad background in office administration and HR. Working alongside Stephen James she strives to bring some order to his day while being an additional point of contact for TAB Business Owners. Angela's work experience has been gained in Travel, Finance and the Not For Profit sectors. For many years she has also been the office support for her husband's consulting business and so has a good understanding of the issues facing small business owners.



THE ALTERNATIVE BOARD NETWORK



In addition to our head office team, you also have the benefit of the combined knowledge and experience of your fellow franchise owners. An extensive and growing network of high-calibre professionals throughout New Zealand always willing to lend a hand.

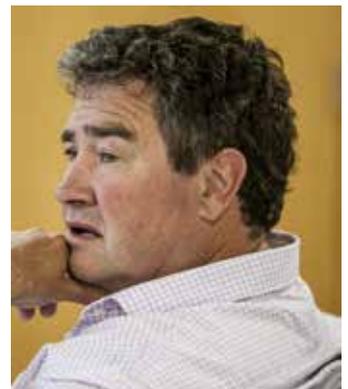
Chris Deere **The Alternative Board Auckland South**

Having lived and worked in the South Auckland region since 1993 Chris has always shown a strong commitment to the local community. Following his time as a local Police Officer Chris transitioned to the commercial world and became the CEO of Rainbow's End Theme Park, a role he held for 10 years. Combining his community focus, significant wide-ranging business leadership experience and qualification as a professional level coach through ANZCAL (Australia and New Zealand Coaching Alliance), Chris is very much committed to supporting business owners in Auckland South.



Gordon Stuart **The Alternative Board Auckland Central**

After 28 years in the international business arena, Gordon now applies that hard-earned experience to help business owners in Auckland's Central Business District. Gordon has been involved in many of NZ's largest takeovers and is well versed in due diligence, valuation, project finance/management and, importantly, the need for good governance.





THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

Scott Morris

The Alternative Board Auckland East

With over 27 years of experience across all facets of business, including ownership, Scott brings a passion to his work with business owners and leaders in helping them to realise their visions of personal and business success. Working for many years in the New Zealand dairy industry, Scott started as a farm consultant before progressing into international marketing, sales and business development roles. He lived offshore with his family for 11 years in Asia, the Middle East and Russia, and spent two years with Fonterra's international strategy and M&A team.



Russell Eastwood

The Alternative Board Auckland North

Russell brings an extensive coaching and facilitation background used to transition his clients through change in business ownership, restructures, acquisitions, sales systems and people culture. His sales facilitation and coaching experience has included training the sales force of some iconic New Zealand companies. Originally from the UK Russell has lived and worked in New Zealand for the past 30 years and believes The Alternative Board provides the ideal environment for business owners to achieve real success.



Bruce Roberts

The Alternative Board Auckland West

Bruce has been a results-oriented General Manager for the last 20 years. In these roles he has focused on improving profitability, increasing cash flows and lifting the performance of the companies he has worked with. Highly innovative, client centric, driven and experienced across all aspects of business, he understands the key leverage points that drive success. An excellent communicator and leader, Bruce garners trust, builds capability and gets high levels of engagement from the teams he works with. He is also skilled at achieving excellent outcomes through others and has been a valued coach by a number of his staff and suppliers.





THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

Karen Van Eden

The Alternative Board Auckland West

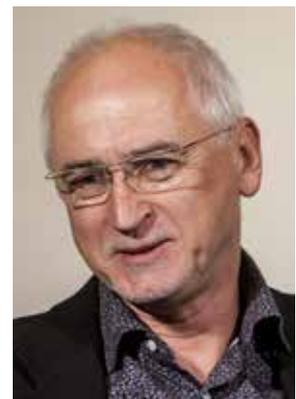
With over twenty years' experience as a management consultant, both with Deloitte and self-employed, Karen has worked with a wide range and size of companies across a broad spectrum of industries. Karen has specialist expertise in identifying and removing obstacles to performance, revitalising and energising people and culture, and facilitating strategic planning processes. Karen is a certified Professional Transformative Coach with the Coach Masters Academy.



Craig Ross

The Alternative Board Bay of Plenty

Craig has a well rounded business background at CEO and Director level, both in New Zealand and overseas. The businesses have included B2C and B2B, single site and multi-location, with both manufacturing and services based offerings. This has brought exposure to warehousing, logistics, automotive, retail, quality management, property development, marketing and sales team management throughout New Zealand. With employee numbers ranging from a few to many hundreds, Craig's experience of human resource management, team development and health & safety has been multi dimensional.



Steve Wilkinson

The Alternative Board Christchurch & North Canterbury

With over 30 years' experience in CEO and General Management roles with small to medium sized businesses in NZ and Australia, Steve brings a down-to-earth and practical approach to the challenges associated with running such businesses. Steve's broad commercial skill set has been developed through exposure to a wide variety of industries including, banking and finance, automotive, hospitality and property. His responsibilities have included developing and managing the execution of strategic plans, financial management, and developing, motivating and managing staff levels ranging in size from 10-200.





THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

Peter Mayall

The Alternative Board Waikato

Educated and raised in the Waikato, Peter is a full member of Chartered Accountants Australia + New Zealand. With a working career spanning three decades, Peter has a diverse range of employment and business ownership experiences including roles with multinationals (Fonterra), company start-ups (Access NZ/Naxos Consulting), and ten years as a Financial Controller with a natural textile company based at Waikato Innovation Park. His background in all facets of senior company management and finance provides him with the skills and experience to assist local businesses.

Using his strong analytical skills, Peter enjoys building rapport with people wanting more out of their businesses and assisting them in finding solutions to the issues they face.



Daryl Narain

The Alternative Board Wellington

A lifelong Wellingtonian, Daryl has an extremely diverse business background spanning over 35 years including both Wellington-based businesses and others around the globe. The industries he has been involved in range from transport to inbound tourism, from recruitment to technology-based marketing. His roles have been diverse, including Company Directorships, CEO and Board Chairman positions. This has given him a wealth of experience in understanding the differences between the governance and operational aspects of a business.

As a business owner, Daryl is well aware of the challenges SME business owners face on a day to day basis and is particularly passionate about businesses that recognise their people as being their most valuable asset and lifting performance through people-led business growth. As a graduate of Victoria University with a commerce degree majoring in accountancy, Daryl also has a strong focus on the importance of accurate and timely financial reporting.





THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

Craig Henwood

The Alternative Board Christchurch & South Canterbury

Craig, a born and bred Kiwi, started his career in the flexible packaging industry and then moved on to develop a highly successful employment agency in Christchurch. Having successfully guided two businesses from the planning stage, through start-up and on to become multi-million dollar companies, Craig is well aware of the challenges all business owners face on a daily basis, and how unforeseen events can rapidly change a business for the better or worse. Teamwork, planning and achievement of both personal and business goals are at the forefront in everything he does. Craig sees himself as living proof that anyone can achieve their dreams and enjoys the challenge of taking business owners on a journey to live their dreams, get the most out of life, prosper and have fun.



Wayne Baird

The Alternative Board Hawkes Bay

Over the past 30 years Wayne has been a senior executive and business owner in a wide range of industries including manufacturing, engineering, infrastructure, IT and telecommunications. He brings this wealth of knowledge, experience and diversity to The Alternative Board. Wayne has an extensive network of key influencers and business leaders that spans the globe. As far as Wayne is concerned, the right answer is only one phone call away. Wayne's drive and enthusiasm to work with talented and genuine people and help them achieve their goals has been a hallmark of his success to date.



Alfredo Puche

The Alternative Board Nelson and Marlborough

Alfredo has over 15 years' experience in owning and managing companies in Spain, Germany, Romania, USA, Canada, Mexico and New Zealand. He has worked in Engineering, R&D, Production, Sales, Purchasing, HR, Quality Control and IT and has held Board positions for many years. In 2016 Alfredo moved to New Zealand where, for two years he worked in a management position for an electric equipment manufacturer in Hawkes Bay before pursuing the lifestyle offered by the Nelson Marlborough region and, being a business owner with The Alternative Board. Alfredo holds a Bachelor of Industrial Engineering with a Masters in Electronics and Automation from the Polytechnic University of Valencia in Spain along with a Bachelor in Computing Systems from the Eastern Institute of Technology, Hawkes Bay.





THE ALTERNATIVE BOARD®
Shared Wisdom, Bottom Line Success

DO YOU SEE YOURSELF AS A BUSINESS OWNER?



Every year hundreds of people choose to buy a franchise rather than start their own business from scratch. Investing in a franchise with The Alternative Board allows you to experience all the professional freedom and rewards associated with running your own business but without the stress of starting from square one. It's business with a safety net.

And the franchising sector represents a sizeable part of the NZ economy. According to the 2017 Franchising New Zealand survey, it is estimated that franchised businesses contribute \$27.6 billion to the New Zealand economy.

As members of the Franchise Association of New Zealand, The Alternative Board complies with the required high standards of disclosure to prospective franchisees. In seeking to develop enduring partnerships, our objective is to ensure that both parties are fully informed about one another's fit and suitability before making any significant and binding commitments.

Not just a sound investment, The Alternative Board's franchise is a truly rewarding business opportunity. Every day, you have the chance to change the lives, professionally and personally, of the business owners you meet.



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

COULD YOU BE A SUCCESSFUL FRANCHISE OWNER WITH THE ALTERNATIVE BOARD?

Our network of high-calibre professionals are respected leaders in their own business communities with a passion for sharing their knowledge and experience in order to help others succeed.

There's no right or wrong background to come from, there's no golden qualification or former position held that will make you a great success as an Alternative Board franchise owner.

The only thing guaranteed to ensure your success is You.

As with any business, what you get out depends on what you put in. Our most successful franchise owners are:

- ↳ Self-motivated with the drive to succeed
- ↳ Compelling communicators
- ↳ Passionate about helping fellow business owners
- ↳ Committed to applying the proven processes of our franchise system
- ↳ Strong advocates for the benefits of collective wisdom and one-to-one coaching
- ↳ Active contributors to our local and global community of franchisees
- ↳ Keen to enjoy prominence and prestige in their community
- ↳ Committed to achieving personal and professional growth through tenacity and hard work.

Our ideal candidates are transitioning executives, experienced coaches and/or consultants and former business owners, with a minimum of ten years senior business experience.

If you're nodding along here, you're already halfway there!





THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

WEEK IN THE LIFE OF A FRANCHISE OWNER - Steve Wilkinson

Our Christchurch colleague, Steve has 22 members and hosts three board meetings a month. His days consist of either: board meetings, coaching sessions, prospect meetings or business development activities, which means lots of variety!

	Monday	Tuesday	Wednesday
8am	8am - 9am	8am - 9.30am	8am - 12 noon
9am	Breakfast/Networking Event	Prep for Day Sessions	Kauri Board Meeting
10am	10am - 11.30am Coaching Session	10am - 11.30am Coaching Session	
11am	11.30am - 12 noon Follow up	11.30am - 12 noon Follow up	
12 noon	12 noon - 1pm Working lunch	12 noon - 1pm Lunch	
1pm		1pm - 2.30pm Coaching Session	Follow up Board Meeting emails
2pm			3pm - 4 pm
3pm	2pm - 3pm Prospect meeting	2.30pm - 3pm Follow up	Observer at Board Meeting with a view to providing commentary to the Board
4pm	3.30pm - 5pm Coaching Session	3pm - 4.30pm Coaching Session	
5pm	5pm - 5.30pm Follow up	4.30pm - 5pm Follow up	
6pm	5.30pm - 6pm Home Office Marketing Planning	5pm - 6pm Home Office - Admin	Movie night with Carol
	Thursday	Friday	
8am	7.30am - 8.30am	8am - 9am	
9am	Prep for Day Sessions	Gym	
10am	9am - 10am Prospect Meeting Alison S	9am - 10am Member Acquisition Training Call	
11am	11.00am - 12.30 pm Gym	11am - 12 noon Coaching session Craig F in preparation for board meeting next week	
12 noon	12.30 - 1pm Lunch	Working Lunch	
1pm	1pm - 2pm Coaching Session Francis	1pm - 2pm Coffee meeting Kerry O re membership	
2pm	2.30pm - 3pm	2.30pm - 4pm	
3pm	Travel	Preparation for Kowhai Board meeting next week	
4pm	3pm - 4pm Meeting Wayne P re Systems Management	4pm - 5pm Follow up	
5pm	4.30pm - 6pm Meeting with Hayden and Jackie at MDS	5pm - 6pm Home Office - Admin	
6pm		8pm Onwards - Dinner with friends	



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

YOUR JOURNEY TO SUCCESS



Our training programme ensures our new franchise owners are confident and capable both in recruiting members to establish their initial boards and in providing the full range of our services to retain those members for the long term.

During our initial eight-day intensive training course at our global headquarters in Denver, Colorado, USA, our team will guide you step by step through the essential areas of:

- ➔ Marketing for and acquiring new members
- ➔ Interviewing and closing new members
- ➔ Strategies for assembling boards
- ➔ Using the full range of our tools
- ➔ Facilitation techniques
- ➔ Running coaching sessions
- ➔ Member retention

When you return to NZ, the initial training is followed by two weeks in-field support helping you translate the theory into practice and kick-starting the launch of your new business.

All our training is highly participative; we're firm believers that to truly learn something you have to give it a go!

“What impresses me the most about the process of the Alternative Board is the support and the tools that we get given to allow us to help the business that we operate with.”

Steve Wilkinson, Franchise Owner, Christchurch & North Canterbury



THE ALTERNATIVE BOARD®
Shared Wisdom, Bottom Line Success

PREPARE, PRACTICE.....LAUNCH!



You may think your launch will be daunting but with the telephone and field support from the outset, you're never alone.

We know preparation is key. Our training and launch programme is designed to get you off to the best possible start. Before and after your initial training, we will agree upon the nature and timing of the marketing and telemarketing campaigns designed to drive member prospects to your marketing events and meetings.

Networking and referrals are important elements to your success and by the time you launch your business you will have the processes and tools at your disposal to engage with your existing contacts to their fullest potential. By inviting your existing business contacts to planned events, you will be on the path to securing your future members.

“What makes a successful The Alternative Board business owner is really wanting to make a difference to business owners and doing what it takes to be there for someone to become a really trusted advisor for them.”

Karen Van Eden, Franchise Owner, Auckland West



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success



A CULTURE OF SUPPORT

We're confident that our ongoing support is unmatched. Based on the very nature of our business, the support for our franchise owners doesn't end after your training, it doesn't end after six months or 16 months. It just doesn't end.

- ➔ Telephone support every day for the first two weeks to reinforce the process
- ➔ Support for as long as you require to keep you focused on member recruitment
- ➔ Quarterly board meetings with your fellow franchise owners to share experience and knowledge
- ➔ Regular webinars hosted by our international colleagues around the world
- ➔ Weekly calls any issues relating to their business. Addressing any issues relating to their business.
- ➔ Annual NZ/Australia franchise owner conference
- ➔ International annual franchise owner conference in Denver, Colorado

In addition, our Auckland office handles all member invoicing and receipting for you, allowing you the time and focus to concentrate on driving your business forward.

With hands-on marketing and IT support AND personal coaching to ensure you meet your own business goals, you can be confident of our commitment to you.

“I continue to get such a thrill from seeing the changes in some of my members from being without hope to now having a real sense of direction and more important a real belief that they can achieve their goals. The impact on some of them has been profound in terms of family relationships, health and general well-being.”

Steve Wilkinson, Franchise Owner, Christchurch & North Canterbury



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

A WEALTH OF BENEFITS

In addition to ongoing training and field support, The Alternative Board franchise owners enjoy the benefits of:

- ↳ Extensive web-based library of business resources
- ↳ Ad hoc training for tools and new products
- ↳ Regular updating of your dedicated page on our national website
- ↳ Access to our global facilitator email forum

Every quarter, our franchisees practice what they preach. We meet for our own peer board meeting, updating one another on our progress and new learnings and tabling our own issues, challenges and opportunities for the input of the group.

An Australasian conference is held each year, alternating between New Zealand and Australia.

With further access to The Alternative Board's worldwide network via email, online forums and annual conferences, you're never far away from someone who truly understands your business.



“The most appealing factors of being an Alternative Board franchisee is that you get to work with businesses for a significant period of time as opposed to consultants that fly in and fly out in a very short period. So you get to see the long term benefits of the work that you’re doing with each member.”

Craig Ross, Franchise Owner, Bay of Plenty



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

A SOUND INVESTMENT IN YOUR FUTURE

Like any franchise, The Alternative Board requires an up-front investment and payment of ongoing royalties and fees. Full disclosure of these amounts will be provided at an appropriate point of time in accordance with the requirements of the Franchise Association of New Zealand. There are no fees to pay on any work you continue to undertake for your pre-existing and disclosed clients.

In return for your investment, you will receive our comprehensive package including everything you need to successfully launch and run your business:

- ↳ an exclusive 10 year licence to operate a The Alternative Board franchise in a territory containing a minimum of 9,000 employing businesses
- ↳ Eight days initial training in the USA
- ↳ Two weeks in-territory launch support
- ↳ One-to-one coaching and mentoring
- ↳ Quarterly peer board membership

Our franchise owners benefit from a low-cost business model as your Alternative Board franchise requires no inventory and no separate premises - you can work from home. By rotation, our members typically provide the venues for your monthly board meetings.

Trust and transparency rank high amongst our core values and we will work closely with you to create a business plan that helps to prepare you for your new business venture. Working capital is generally overlooked by new franchise owners and so it is important that your business plan includes an allowance for your first year's marketing budget, dependent on your growth plans, and living expenses in line with your personal needs.

For certain prospective franchisees who may be risk averse, we do have available an "optional" clause which can be employed. This clause reduces the up-front investment in return for higher monthly franchise royalties.

"I think what makes a successful franchisee is someone that really cares; it's not about the money; it's really about making an absolute difference to the people you work with. And seeing that difference work its way through to the way people operate around their business is just fantastic, I love it."

Steve Wilkinson, Franchise Owner, Christchurch



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

LOOKING TO THE FUTURE

We firmly believe that one of the most important things to consider when starting any business should be your exit strategy. You might think this sounds strange but a clear goal for the future and a plan for how and when to maximise the equity in your business is essential.

The Alternative Board is an equity-building business (based on protected territory and recurring long-term income streams) and we will work with you from the outset on strategies to maximise your end profits.



“It’s everything I was told it would be. I’m running it, planning it, organising the business and I’m having a whole heap of fun. I’m changing business people’s lives! I can see myself being in this business for many years.”

Craig Henwood, Franchise Owner, Christchurch & Canterbury South



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

THE NEXT STEP

If you would like to find out more about The Alternative Board to see if you qualify for a place on the team, please call Stephen James on 09 446 0963 or email SJames@thealternativeboard.co.nz

Together we can work through a process of information exchange over the next few weeks or months to see if we have the basis for an enduring and productive partnership.

Now that you know more about us, we'd love to hear from you with your questions, thoughts and ideas about our opportunity.

- ↳ What are your goals for the future?
- ↳ Where would you like to see your business take you?
- ↳ Are you excited at the thought of using your business experience to help SME owners?
- ↳ Would you like to reduce time away from home?
- ↳ How could you use the flexibility offered to improve your lifestyle?

Our selection process is a two-way street. We want to learn about you just as much as you want to learn about us. Your goals and aspirations are as important to us as they are to you. It's what drives you and we consider it a privilege to be able to work together in order to form a strong, rewarding and profitable partnership.

Most importantly, we want to protect our network and enrich our existing team of franchisees. This is why we will only award franchises to those who share our values, our ethics and our desire to succeed.





THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

We were introduced to The Alternative Board by our Accountant. She saw that we could do with some independent advice on a particular issue in our business, and suggested we talk to somebody from The Alternative Board.

I went along to a Board meeting and really appreciated the sharing ideas of like minded people, in a completely confidential and non-judgmental environment. This was very special and meant that ideas flowed. Everybody respected the others and gave considered views, trying to assist and support each other.

Having the one-on-one visit was also excellent. We were challenged to think through our issues carefully and what the options were. As we went through this process the decisions became a no-brainer. We were then fully supported by The Alternative Board as we made a big change with the business.

I liked this so much that I wanted to join The Alternative Board as an owner. I have always had a passion for working with small businesses and thought I had the right kind of background and experience and had seen the immediate impact and benefits that The Alternative Board had on our business. I wanted to work with other business owners and leaders to help them.

I think the tools and processes The Alternative Board have are fantastic for business owners, but most of all the support you get from being a member cannot be found outside of these Board meetings. Knowing that somebody else will have had similar issues to what you face in business, and that there is this huge, very connected network just wanting to assist. Fantastic.

- Scott & Jo Morris





THE ALTERNATIVE BOARD[®]
Shared Wisdom, Bottom Line Success