

Case Study – MARTIN RILEY

leadership & business development

About McPhersons

McPhersons Chartered Accountants is a well-established firm employing 25 permanent staff in Hastings and Bexhill-on-Sea. With a loyal client base, they offer business consultancy, profit improvement, management reporting, tax planning as well as the traditional accounting, audit and taxation services.

Their approach is dynamic, modern and hi-tech and they are entirely cloud-based.

Their team of directors and senior accountants have many years of experience across a range of disciplines.

The McPhersons experience is different from other accountants where actionable information is provided in real time aiding tax planning and business strategy.

Book your free initial meeting by emailing info@mcphersons.co.uk or calling our Head Office on 01424 730000.



Martin Riley with Peter Watters at the launch of The Business Jet Engine, Martin's book – an excellent business planning tool.

www.martin-riley.co.uk

Are you working on or in your business?

It may seem like a strange question but it is one of the most common issues business owners face. Having taken huge risks and made major sacrifices to make their business successful, it is hard to let go of the day to day control. Clients need care and attention and you know your clients better than anyone else. Some days just disappear dealing with client and staff issues.

Then there's the financial side of things. You are an expert in your field but cash flow, profit and loss, forecasting, budgeting can't be ignored.

Martin Riley has seen this scenario many times before and set up his business to help business owners see things more clearly, stay focused and make more progress. The company offers help with two main areas;

Business Coaching – helping business owners define and clarify the business strategy, annual priorities, quarterly plans and monthly goals. It also helps to identify any barriers to progress.

Leadership Training – looks into putting these plans into action and working better with people.

These areas are clearly interconnected. You can have the best plans in the world but if you can't delegate, manage, motivate and influence others,

you simply won't be able to take a step back and put these plans into action. Understanding how you can utilise the skills within your team, communicating effectively and nurturing relationships are key to making your business a success.

Martin's clients have found that leaving their business and 'retreating' to Martin's Studio allows them to get away from the day to day distractions of running their business and focus on the longer term strategy. Indeed, the McPhersons directors have utilised this valuable service.

Martin practices what he preaches and allows the team at McPhersons to look after the accounting and tax side of things;

"In over 14 years of working together, the team at McPhersons have been super friendly, professional, helpful, organised, responsive, supportive, perceptive... and counter to the stereotype - characterful, stylish and fun! They give everything you'd hope for - and more!" Martin Riley

To find out more about how Martin can help or get Martin's book visit www.martin-riley.co.uk