

Monthly Newsbrief



Welcome to this month's 'Newsbrief'. We hope you enjoy reading this newsletter and find it useful. We also invite you to suggest issues you would like us to cover.

June 2019

Are You Ready For The Digital Age?



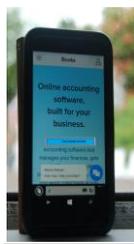
As a small to medium sized business on the highways and byways of rural Ireland, you may be of the opinion that the digital age and cloud technology has little or nothing to do with you. But right now technology exists that can make your life as a small business owner, much simpler and save you money at the same time.

So what is this all about?

Here is what is now available at your fingertips;

An app for your Smartphone that will allow you to take pictures of your invoices and store them in the Cloud in a manner that can be processed easily.

- A cloud-based programme which links you, your accountant, your bookkeeper and the information captured from your phone all together.
- Your suppliers can email their invoices directly to the accounts package.
- You can raise sales invoices from your PC or mobile and email them directly to your customers.
- You can also link your bank statements online.



The Advantages

The net result is minimum paperwork in an environment where the costs of handling and processing this paperwork are rising. With these costs reduced, moving to the cloud will save you valuable time as you manage your own business.

There are much more compelling reasons to move to the cloud than ever, but in the modern competitive environment the need from more up to date information, available at any point of time, is much more compelling than it has ever been in the past. Working with us through cloud technology facilitates this information exchange.

We at Murray Cloney & Associates Ltd, can guide you through your own specific requirements/options and ensure you get to try out the software in a controlled and relaxed environment, working at your own pace.

We also believe that it will give us the relevant information to help **YOU** with your business decision making processes. This can be done in real time and help you 'bullet-proof' your business strategies when otherwise, you may not have the full facts at hand. We can then prepare projections for you to help you plan for **YOUR** future. So the next time you call to us, do enquire about what Cloud based options might suit **YOU**.

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Cork 021-2428795

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MISTAKES..... OPPORTUNITIES TO LEARN!

We can learn more from failure than success.



According to Richard Branson, “One thing is certain in business. You and everyone around you will make mistakes.” If we are all spending time making mistakes, it makes sense to learn from them.

Failure is a critical part of building a successful career, and how you handle failure is a big indication of your true potential.

Failures can teach you a lot about yourself, your impact on other people, and how your personal goals and



expectations align with those of your firm. For example, losing a key client may be painful, but it probably means you were not giving them the service that they wanted or you were not providing the right solution for their particular needs. You can view this as a loss or you can use it as an opportunity to better align your product or service offering with the needs of your customers.

If your product or service isn't selling maybe it's because you had a great idea that worked for you but not for your customers. Did you conduct thorough market research the first time around? Next time, make sure your customers want it, they're willing to pay for it, and the value they place on it is enough to make your business grow.

If your business is failing to meet its financial targets, perhaps there is something you can learn about your credit control. Perhaps you could take a fresh look at your pricing model and maybe consider moving some clients to a monthly retainer in order to improve cash flow, while providing your customers with an easier payment method.



If you are personally responsible for a particular failure, don't beat yourself up about it. Instead, be willing to let it go. Accept that a particular project or strategy didn't work out and be willing to start again.

Don't be afraid to bring in some expert help. You can't be an expert at everything - so it's ok to bring in a team of people to help you get it right next time. That said, don't just delegate the problem, be willing to get involved in order to get things right the next time around.

Remember - your greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time!

So to make YOUR strategic business planning appointment please contact us via the details below.

