

## Advisory Board CV for Dave Espiner / Improver Plus Ltd

This is not your typical CV. Typical CV's tell you what I have done, ***not what the benefits would be to you by having me on your advisory board.***

At Improver Plus Ltd ([www.improverplus.co.nz](http://www.improverplus.co.nz)) we specialise in improving your “intangibles” - the main three being your Business Culture, Employee Engagement and Customer Experience

Before you make the common mistake most business owners make thinking these areas aren't important, consider the following, many times proven, stats:

- Businesses that concentrate on, and excel in, the 3 main intangibles have profitability, productivity and growth 2 – 3 times that of the market and they will outperform and outlast their competitors!
- Intangibles usually make up 50 – 80% of the value of a business – especially at sale time.

To me the purpose of an advisory board is to bring together different skillsets and personalities to not only assist and support you, the business owner, but also to challenge you and the status quo – to make you think outside the square, outside your industry and outside your area of knowledge, expertise or comfort.

### **So the benefits to you of having me on your Advisory Board are:**

#### **1. The critical skill gap I fill at your table**

Expertise in the most under rated, overlooked and under represented, yet most critical, areas of any business, of any size, in any industry – its culture, brand, employees and customers.

Nearly every business owner (especially the successful ones) will tell you that their culture, brand, employees and customers are right up there on their “greatest assets” list – yet If you look around at most board tables and advisory boards they are usually sadly lacking expertise in these critical areas, or they are “covered” part time by someone who's role is the closest fit.

And that is a gap I can fill and benefit I can bring to your advisory board – I make sure these 3 critical areas of business are not just represented and also considered in every important business decision, and over time this will create a point of difference for your business.

#### **2. Our rare mix of skills.**

In addition to the “intangible” skills we bring to the table, I also bring 30+ years of chartered accountancy and business / improvement skills.

I am a Qualified Chartered Accountant and Public Practice certificate holder (since July 1987) and have practical experience and knowledge in nearly every area of business development and improvement.

As a SME owner myself, I totally understand and appreciate the challenges and pressures you face running a SME.

### **3. We are business improvement specialists - not industry specialists.**

Hopefully you will already have the industry expertise within your business, advisory board or network, so you don't need more of the same.

I don't believe in the "that won't work in my industry" or "our industry is different" lines. I believe when you see a great idea or opportunity, regardless of the industry or business, you need to first ask "how can I make this work in my business."

Because we don't specialise in any one industry we don't come in with blinkers on, with pre conceived ideas of what will or won't work in your industry or business.

### **So if you are looking for someone on your advisory board who will bring:**

#### **Professionally**

- Expertise and passion for the critical intangible areas of your business – your culture, brand, employee engagement and customer experience.
- 30+ years' experience in the business advisory and chartered accounting sector – a lengthy and wide experience in the full spectrum of business advisory services for SME's that would involve killing too many trees to list here.
- Qualified Chartered Accountant and Public Practice certificate holder (since July 1987)
- A rare mix of skills and expertise that to the best of my knowledge no other competitor has.
- A relentless, yet constructive, ally for you and the areas I represent at the table
- A practical, simple and personable approach to business improvement.

#### **Personally**

- A passion for seeing clients succeed.
- A personable and relaxed professionalism – you can be professional without a suit.
- A win win conciliatory approach to discussions and decisions – the ability to see both sides.
- A healthy dissatisfaction for the status quo
- An ethical and values based approach
- A sense of humour – after all business should be enjoyable

### **Why do I do what I do?**

My purpose is "to have a positive impact on the long-term growth and sustainability of each and every client we work with and contribute to the economic vitality of our local communities".

## **Memberships**

- CA - Chartered Accountants Australia and New Zealand member for 28 years
- Chartered Accountants Australia and New Zealand Public Practice certificate for 28 years
- CXPA – an association of worldwide customer experience professionals.
- NZ licensee for The Di Julius Group – World leading Customer Experience expert based in USA
- Advisory Boards of New Zealand
- NZTE – Registered Service Provider – you may qualify for a 50% subsidy on our services

## **Interests**

- Surfing – longboarding
- SUP
- Rugby
- Mucking around with my wonderful family

## **The last word ...**

We are passionate about helping our clients improve and succeed. We are *really good* at what we do.

We know that we can help like-minded people improve their business so if what you have read interests you why not get in touch with us, we would love the opportunity to discuss things with you.

**No risk, no obligation, no cost**

## **My Work / Experience Summary**

### **2010 to present**

#### **Improver Plus Ltd (previously the C X Group Ltd)**

Helping relationship and growth orientated SME's improve their profits, growth, competitive advantage and when the time comes – the sale price of their business.

The key area I specialise in is the “intangibles” within your business. The super critical ones being their Business Culture, Employee Engagement & Customer Experience – your most valuable business assets are the ones you can't see.

#### **Business Advice Ltd – Advisory only**

Selected business advisory and improvement work and project based work. This work is now strictly limited to working with SME clients that fit our “ideal client profile” and passionately want to grow their business.

### **2000 – 2009 - Business Advice Ltd – Advisory & Accounting**

Director and Chartered Accountant, running a boutique accounting and business advisory firm that specialised in advisory, consulting and development work. Responsible for leading the team of accountants and advisors and all client related work, covering areas and industries to extensive to list in this summary

By 2010 the advisory business had once again grown, by word of mouth, to a size where we found ourselves spending more time managing the business than working alongside clients, so we sold the client base and set up “Improver Plus Ltd” so we could concentrate on the intangible side of business – the one that really made the difference – which we are still doing today.

Other related businesses I was involved with up till 2010 included:

- Business Advice Financial Services Ltd - assisting the Risk Advisors in reviewing, advising and implementing risk management policies and processes for clients. This business sold in 2010 so we could concentrate on Improver Plus Ltd.
- Commercial Property Management Ltd - assisting in the management of client owned commercial shopping complexes, including the preparation of all management and financial reporting, and meeting with/reporting to the landlords. This business was ceased as it no longer matched our strategic focus and direction.
- Business Success Ltd - Preparation and implementation of sales and marketing strategies for clients including aligning and incorporating these with the overall business goals and objectives. This business was ceased when the accounting and business advisory business was sold.

**1986 – 2000** - 15 years as a partner and managing partner of Grant Thornton Whangarei – a highly successful accountancy and business advisory firm looking after an extensive and varied client base doing all the things a mid tier accounting firm does.

By 2000 the accounting partnership had grown to a size where, as managing partner, I found myself spending more time managing the business rather than doing what I really enjoyed, so in 2000 I decided to leave the accounting partnership and set up a Business Advice Ltd - a boutique accounting and business advisory firm that specialised in advisory, consulting and development work while still looking after clients accounting and taxation needs. One of the founding principles of this new business was that we wanted to stay small, relevant and personal – so clients could see me when they needed to, not when my diary allowed. This proved a winning formula and the firm steadily grew year after year - totally by word of mouth

**1985 – 1986** - Established and managed a highly successful lawn mowing and home maintenance business in Auckland to help fund my full time study (and surfing). I sold this business when I moved to Whangarei

**1984 – 1985** - Just under 2 years as an Assistant Accountant - Agfa Gaveart (NZ) Ltd - responsible for the preparation of monthly financial statements and reports for both the New Zealand and German Directors. Left to go back studying full time to finish my qualification

**1979 – 1983** - 5 years as an Assistant Accountant for Woolworths (NZ) Ltd / L D Nathan Ltd responsible for the preparation of monthly financial statements for the Produce, Meat, Frozen Foods, Advertising, Bakery and Manufacturing departments. Left to take up the Agfa Gaveart position

## **Academic / Professional**

- Member of the Customer Experience Professional Association
- NZ licensee and certified Secret Service trainer with the Di Julius Group World leading Customer Experience expert based in USA
- Qualified Chartered Accountant and member of the Chartered Accountants Australia and New Zealand since 1987.
- Chartered Accountants Australia and New Zealand Public Practice certificate for 28 years.
- Grant Thornton National Management & Audit committees
- Past chairman and member of the Northland Branch of the New Zealand Institute of Chartered Accountants
- New Zealand Institute of Management – part qualification
- University Entrance and Bursary – Auckland Boys Grammar School