

The Power Of An Advisory Board

PlanA Consulting has 15+ years' experience supporting New Zealand SME owners looking to scale from \$2m to \$5m to \$10m+



PlanA Consulting
plan for success

IS YOUR BUSINESS TOO BIG TO RUN ALONE ... BUT NOT BIG ENOUGH FOR A FULL BOARD?

**You've built something strong.
You're turning over \$2m+ ... maybe even \$10m.
But everything still lands on your desk.**

- + Strategic decisions stall.
- + You're second-guessing where to invest.
- + Growth feels possible – but fuzzy.
- + You're not stuck, but you're not moving forward either.

You've outgrown the kitchen table – but not yet built the boardroom ...



THE PROBLEM

Most New Zealand businesses who have ‘outgrown the kitchen table’ hit a ceiling. They need more thinking firepower, but don’t know where to get it.



- + Full governance boards feel too formal, expensive, or premature.
- + Managers aren’t equipped to challenge strategy.
- + You’re wearing too many hats: Owner, GM, HR, Strategist.



Success can be isolating – and without structure, it costs you time, clarity, and growth.



It’s like adding a high-performance engine – without giving up the steering wheel.

THE SOLUTION

A Fit-for-Purpose Advisory Board.

An Advisory Board offers fresh insights, candid feedback, and outside accountability – without the complexity of a formal board.

- + Independent thinking from experienced advisors.
- + Guidance across strategy, people, risk, and execution.
- + Monthly or bi-monthly rhythm.
- + Support between meetings when needed.
- + Flexible, tailored, and entirely focused on your business.

WHAT IT LOOKS LIKE IN PRACTICE

TYPICAL FOCUS AREAS:



Monthly or bi-monthly sessions



Outside-the-meeting support



Focused on your unique context & goals



Owned by you, structured by us



Starts with fit-builds from there



Growth strategy



Team and leadership



Risk and succession



Profitability and performance

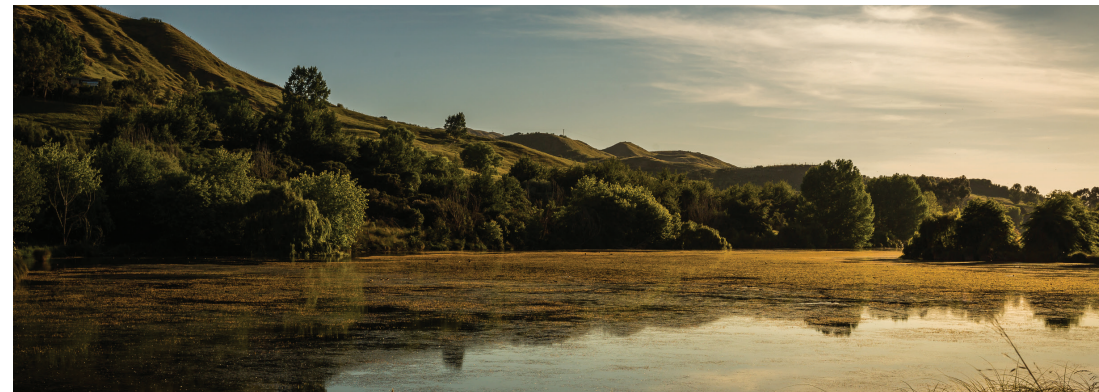


Governance readiness

WHAT AN ADVISORY BOARD IS NOT

An Advisory Board isn't a formal governance board. It's not about ticking compliance boxes or adding bureaucracy. It doesn't replace your decision-making power – and you're not giving up control.

Instead, it's a flexible, fit-for-purpose structure designed to give you fresh perspective, strategic challenge, and accountability – without the overhead or red tape. Think of it as experienced thinking partners helping you see clearly and act confidently.



THE ROI: WHAT PEOPLE SAY REAL BUSINESS OUTCOMES



FROM REACTIVE TO STRATEGIC

Trading Income:

2023: \$6.9m
2024: \$9.6m
2025: \$11.3m

Headcount: 60+

“We lacked structure. Decisions were reactive. Since working with John, we’ve introduced real governance, improved performance, and built leadership confidence. The ROI has exceeded expectations – we’re making better decisions that will compound over time.”

Worked with PlanA 5+ years

TRUSTED ADVICE & STRATEGIC CLARITY

Trading Income:

2023: \$4.6m
2024: \$5.4m
2025: \$5.6m

Headcount: 20

“Before PlanA, we had momentum but no long-term clarity. We’ve now built a strong board, gained confidence, and created accountability. John isn’t just an advisor – he’s a sounding board and strategic partner.”

Worked with PlanA 5+ years

CLEAR THINKING, TANGIBLE VALUE

Trading Income:

2023: \$12.2m
2024: \$10.1m
2025: \$10.9m

Headcount: 20 incl. contractors

“Working with Hutch helped us move from ‘just OK’ to high-performing. The structure and clarity brought measurable improvements in team accountability, cost control, and execution. His value is in outcomes—not just advice.”

Worked with PlanA 1+ year



WHY THIS WORKS

- + Strategic guidance without boardroom formality.
- + Objective input that's not emotionally tied to the day-to-day.
- + Experienced thinking partners focused on your business performance.
- + A rhythm of planning, decision-making, and reflection.

You get the benefits of a board—without the overhead.

READY TO GET OUT OF THE WEEDS?

Let's talk.

No pressure. No jargon.
Just a conversation about where
you're at and where you're going.

Book a no-cost discovery call now
by emailing john@planaconsulting.co.nz
or calling **021 748 142**

No hard sell. Just clarity and next steps.





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15+ Years Helping NZ Businesses Grow

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