



THE V-EDITION

FEBRUARY 2019

Victory Offices Monthly Update

Join the Victory Offices Accelerator Community

To facilitate communication, collaboration, connectivity and information sharing, we have started the Victory Offices Accelerator Community.

[Click here to join our community forum](#), where you will be able to find and RSVP to our upcoming events, ask questions and engage in discussions.

Join Our First Master Class

Date: February 7th 2019

Time: 1pm – 2:30pm

Location: Level 14, 333 Collins Street, Melbourne, VIC 3000

Member code for complimentary Tickets: VOMC1120

Click on the image below for more information.

WHAT'S HAPPENING

Victory Offices Monthly Update	1
4 Tips To Accelerate Your Business	2
Victory Motivation	4





4 Tips To Accelerate Your Business

To introduce Victory Offices' Accelerator Series our Entrepreneur in Residence Grant Leibbrandt provided our members some innovative insights into accelerating business growth. This event was such a success that we thought you all deserved access to some of the great insights that were shared during the session.

The Beginning Is Not The End

Sometimes as entrepreneurs we get so caught up in the romance of starting a new business, that it can become difficult to see when it starts to become sour. Many times, your brilliant multimillion-dollar idea is not as viable as you first thought when it comes to its implementation.

“Did you know 73% of successful businesses end up pivoting from their original idea as they grow?” Grant Leibbrandt.

Flexibility is of the up most importance to success when it comes to growing your business. You must listen to the needs and wants of your potential customers and ensure that your product or service offering is a great solution fit for these buyers.

As a business owner you have the rare opportunity to allow and create change within your business. Creating a flexible approach will allow you to stay ahead of trends and increase your potential to sell as your customer base grows.

It's Not Just What You Know, It's Who

It is important to not get over focused on your product but focus instead on your people, customers and community.

“Did you know a lot of investors won't invest in one-man bands?” Grant Leibbrandt.

To take your idea from a start up to a fully-fledged business you need to augment the skills you have, bringing in talented team members to ensure your dream becomes a reality. This will provide you with the opportunity to lift your head up from your desk and see what is going on around you.

There is a huge global emphasis on inspiring and nurturing start-ups today, from universities to government bodies they all have a vested interest in watching your business succeed. So why not let them help? Ensure you are taking advantage of every educational session, networking opportunity or business grant available to you.

Here are two great references Grant mentioned throughout his presentation:

- <http://www.business.vic.gov.au>
- <http://startupmelbourne.com>

Look Inside For Change

Being first to market is not the advantage it has always been. Start-ups who are open to innovation and change have the added ability of a flexible business model. With limited baggage your business can revolutionise your industry. To evaluate this, you need to look inside the business for potential change and a great way to do this is to investigate your value proposition. Here is a quick exercise to gain greater clarity on your value proposition.

- How does your business **create** value?

What are you offering (product or service) that is worth more to customers than it takes to produce? And how does this offering create value for them?

- How does your business **deliver** that value?

How do you create the belief that your offering will solve a problem, and how do you manage customer expectation of improved operations?

- How does your business **capture** that value?


How much total value should you take from sales? Basic maths tells us that you should receive the amount left over after subtracting your costs from the sales price. But it's never that easy as you need to take into consideration your market strategy and competitor pricing.

It's Not Just Where You Go, It's How You Get There That Matters

It goes without saying that people are not just buying your product or service, but the experience that goes with it. It is important to focus on the customer journey not just the destination.

To do this your target market needs to be specific. You need to determine a realistic niche in your market, how much they are worth, if the market is ready for your new offering, and if the timing is correct to launch your product.

Throughout the customer experience you will need to determine how your customers experience your brand from the moment they see your advert to the moment they decide to purchase and ultimately use your product. From there it is also important to think about your after service, for example how easy is it to talk to customer support? How many products are hard to use? Do you follow up with them? These are the many questions that you need to answer to create a remarkable and stand out offering to clients.



**'I THINK THE
THINGS YOU MOST
REGRET IN LIFE
ARE THE THINGS
YOU DIDN'T DO.'**

STEVE JOBS