

United Kingdom

BUSINESS COACH OF THE YEAR

Joanne Wharam (SMART Support For Business Ltd)

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Joanne Wharam founded her company, SMART Support For Business Ltd, after realising that too many accountants are working really hard, but are not receiving the success that they deserve. The business coach is committed to helping those in the industry work smarter not harder, decreasing the sector-wide issue of long hours and bringing equilibrium into their work/life balance. Joanne has spent years accruing impressive credentials, including a first class honours degree in business management and working independently for some major clients throughout her career. This gives her the background necessary to offer her own clients the support they need with every aspect of running a practice that many accountants have struggled with. The finance specialist has experience overseeing the different elements that go into running a business and is able to guide her clients on the basics of these, including marketing, pricing and processes.

Where SMART Support For Business really excels is in Joanne's ability to help her clients get the very most out of their own staff. While many accountants understand that people are important and potentially their biggest asset while running a practice they sometimes lack the time, skills or confidence to look after them in the most effective way. This is where Joanne comes in. As well as the DiSC accreditation, the business coach has also been comprehensively trained in emotional intelligence and has a Masters degree in psychology, meaning she is able to recognise what makes people tick and how best to work alongside them to achieve positive results.



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ADOPTED AT SMART SUPPORT
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The judging panel was particularly impressed with the collaborative approach taken at SMART Support For Business, where clients' specific requirements are integral to the programme of services offered. All the coaching plans are bespoke and delivered one-to-one with the practice, with Joanne working alongside and becoming a part of the extended team. Through her dedicated cooperation with clients, the business expert is able to share her extensive knowledge and experience at the same time as coaching and training in leadership and team development. Joanne also builds effective teams through her team training programmes *Done For You* appraisal service and recruitment support. In addition, she is able to use her expertise in DiSC profile analysis to train teams to understand themselves better, appreciate their colleagues' individual differences and communicate more effectively.

Building accountancy practices the SMART way



The challenges of small business ownership – from initial opening to the maintenance of growth and the development of a client base – can give pause to even the most seasoned accountant. Operating your own practice is no small feat and can often take its toll due to the lack of financial reward (compared to earnings made in a salaried partner role), long working hours, and overall loss of freedom. Though, business success does not necessarily have to come at such a steep cost. Utilising the well-rounded expertise of a business coach is key to achieving that balance, where the work you put in equals the results you deserve.

And that's exactly what the incredible team, sporting decades of specialist knowledge and practical experience, at SMART Support For Business offers. They are led by Joanne Wharam, who herself has personal insight into balancing life's many aspects – having successfully built up a business while achieving a merit in her MSc. Together with her team, she strives to achieve such positive results for her clients by providing them with the tools needed to boost profits while building high-performance teams through increased connection and cooperation.

From one-to-one coaching sessions focused on the various components of strategy, sales and marketing to ongoing guidance surrounding the strengthening of leadership skills, employee

engagement, and effective communication, the support supplied by SMART Support For Business is poised to be transformational for all accountancy practices. Moreover, this has been proven time and again with the company achieving outstanding results and exceptionally high levels of customer satisfaction, such as those experienced by Louise Hudson of Hudson LM LTD, who, in six years of working with SMART Support For Business, saw her turnover rise by 71% and profits by 30%. This was all attained while reducing client numbers, and consequently, workload, by 14% and the personal hours worked by 11%, gaining back that much-needed flexibility.

Before businesses can begin maximising efficiency and profitability, however, taking a step out of the very routine of working to review yourself and the processes you and your team implement is essential. An incredibly helpful starting point is to attain an in-depth understanding of your individual personality traits, including your strengths and motivators, as well as your preferred working approach – something which SMART Support For Business can provide you with through a DiSC profile. This personal assessment tool used by Fortune 500 companies and non-profits alike essentially measures your individual balance of the four key personality traits (dominance, influence, conscientious and steady), leaving you with far greater self-awareness with regards to the way you think and the corresponding actions you take. Such understanding is crucial to having your traits work for you rather than against you.

When applied to your entire team, DiSC profiles can seriously enhance understanding and communication between colleagues, improving overall teamwork and making conflict resolution much more effective. Of course, this has the knock-on benefit of boosting employee mental health and wellbeing, ensuring better engagement and heightened productivity with fewer absences. Furthermore, in gaining knowledge of not only your own but your employees preferred working styles will surely help you become a more naturally successful leader, who can easily match work responsibilities to specific personality traits and skills, leading to increased bottom line profits.

More than just identifying your and your employees' strengths and weaknesses, SMART Support For Business ensures the insights gained are put to good use, increasing your confidence in your abilities as a leader while mapping out the steps needed to move your accountancy practice forward. Moreover, services are tailored to specific goals and needs, guaranteeing your practice works even better for you.



For more information, please visit
www.smartsupportforbusiness.co.uk.