



TAB Master Franchisee Stephen James Helps New Zealand Business Owners 'Achieve Their Dreams'

NEW ZEALAND-BASED BUSINESS LEADER STEPHEN JAMES HAS SEEN MANY small business owners in his country grapple with the challenges of making it on their own. And for the past eight years, he's been on a mission to help business leaders so they don't have to go it alone.

Prior to joining The Alternative Board (TAB) New Zealand, Stephen served on the executive team at Rank Group Limited, helping to drive the company's growth to more than \$2 billion. Following this successful stint, he ran a sheep and cattle business in the Waikato region for more than 10 years.

In 2012, seeking a fresh challenge, Stephen signed on as the Master Franchisee of TAB New Zealand. In this role, he has recruited and developed a team of franchisees throughout the country who, in turn, help local business owners achieve their dreams by becoming Members of TAB Boards. TAB's franchisees are known as TAB Business Owners (TBOs).

HELPING BUSINESS OWNERS SUCCEED

In small groups of up to eight other non-competing business owners—known as TAB Boards—Members share in each other's challenges and opportunities, leveraging the group's collective wisdom to exploit new opportunities for growth and overcoming obstacles to that growth.

"My work is immensely satisfying," Stephen says. "I've seen first-hand the tremendous impact our TBOs have on their Board Members—helping these individuals grow as business owners *and* as men and women with far better-balanced work/life situations."

To date, TAB New Zealand is approaching 250 Members—a wide cross-section of business owners from the trades (such as electricians and plumbers) to accountants, lawyers, and manufacturers. And each of these TAB Members has experienced great benefit from being part of this international peer advisory group organization.

"When you boil TAB down to its very essence, it's really about having multiple heads focused on one problem at a time," Stephen notes. "That is a concept that really transcends cultural and national boundaries."

As for himself, Stephen derives great personal satisfaction from supporting local business owners.

"Not long ago, one of my TAB Members entered the prestigious New Zealand Franchise Association Awards competition. To his surprise, he not only received Franchisee of the Year honors in his own business category, but also won the organization's supreme award—unheard of in any franchisor's first attempt. In his acceptance speech, the TAB Member singled out TAB for

special credit in helping achieve his dream. It was, for me, an immensely proud moment to be affiliated with such a beneficial, business-focused organization."

CHALLENGES AND REWARDS

What does Stephen see as the chief challenges and rewards of being a TAB Master Franchisee?

"Notwithstanding the fact that every new TBO receives fantastic training and support from TAB HQ in the U.S., it does take time to become familiar with our model and to become adept at communicating these benefits to potential TAB Board Members."

"Recruiting new TAB Members isn't always easy, but when a business owner or CEO does take the plunge, they almost immediately see how much they can gain from the experience and tend to stick around quite a while."

On the plus side, he adds, "there's a great community among the TBOs in New Zealand. If you're new to the position, you can contact other franchisees who are glad to assist in any way they can. It's a testament both to the strength of our local TAB community and to the entire global TAB organization."

If you're ready to take on a new business leadership challenge by becoming a TAB Master Franchisee and, through your efforts, exert a dramatically beneficial effect on business owners in your country, contact us for more information today!

ABOUT TAB AND MASTER FRANCHISEE OPPORTUNITIES

TAB (The Alternative Board) is dedicated to helping business owners of small to mid-sized companies reach their financial and strategic goals through an unmatched combination of peer advisory board insight, private business coaching, and proprietary business diagnostic tools. The focus is on *results*—enabling TAB Members to take their businesses to a new level by staying focused on what matters most—profitability, productivity, and personal fulfillment. The Master Franchisee recruits TAB Business Owners (TBOs)—also called TAB Franchise Owners—who share a "success mindset," a commitment to excellence, and a desire to make a meaningful difference by helping others. TBOs get support from their national TAB Home Office which offers:

- Licensed access to geographic territories from which to recruit new TAB Members
- Multiple years of know-how and experience in running a TAB business
- Proven marketing resources that will leverage the growth of your TAB business
- Accounting and administrative support that will enable you to focus on building and sustaining your own TAB business

TAB Franchise Owners have the flexibility, within a proven framework, to operate their business in a way that meets their personal vision of success. These Franchise Owners nurture the growth of local businesses. Through a platform of knowledge and guidance, they deliver real-world guidance. TAB's training program ensures that every new TBO has the confidence and capability to recruit Members and build their own TAB Board and to provide the full range of TAB services that keep these Members engaged and committed for the long term.

Contact us for more information on becoming a TAB Master Franchisee and helping drive the success of local business owners in your area.