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Re-Think Your Business in Four Steps

Business Consultant Dave Hall Podcast Encourages Change

ENTERPRISE, Utah -- Dave Hall's goal and his passion are to help entrepreneurs find success. It's a simple concept, but the process can seem complicated. Hall, a certified public accountant (CPA) and strategic business advisor outlines the stages required to update your commercial venture in his most recent podcast, *Re-Think Your Business in Four Steps*.

In this [28-minute podcast](#) Hall teams up with marketing strategist CR Thelin to stress the importance of business evolution. The purpose of this [free podcast](#) is to encourage entrepreneurs to look beyond their tried and true practices for new growth opportunities. *Re-Think Your Business in Four Steps* is not for those resistant to change, Hall said. "We want people that want to be leaders in their industries. We want people that want to embrace the technology and the changes that are happening in our world today."

Hall uses the example of Blockbuster Entertainment Inc. as a highly successful business that neglected to embrace change and faced dire consequences as a result. Blockbuster is an American-based provider of home movie and video game rental services. It originally rented movies from brick and mortar locations. Eventually it added DVDs-by-mail, streaming and video on demand services. At its peak in 2004,

Blockbuster had up to 60,000 employees and more than 9,000 stores, according to a Feb. 6, 2009 US News article by Rick Newman, “15 Companies that Might Not Survive 2009.”

“Blockbuster was a great company until the video industry began changing,” Hall said. Blockbuster considered Internet access to home entertainment to be a passing fad. “They decided to stick to their guns and hold on to their existing business model,” Hall said. Eventually the competition of businesses like Netflix and Redbox – businesses that took advantage of new technologies – caused Blockbuster to crumble. Blockbuster could not compete with those companies that minimized overhead expenses and simplified customer service.

“We’re all susceptible to it. At any given time we could be the Blockbuster,” Hall said.

In the podcast Hall recounts the story of another company that made parts for payphones in the 1990s. “I told them, ‘I think you’ve got some serious changes coming to your industry, we really need to look at what you’re doing. You’d better grasp what’s coming in on the technology side of this, or you’re going to be in trouble,’” Hall said. During that era payphones were so popular the company made millions of dollars. “Then came the cell phone.” The company folded under the crushing competition that made payphones essentially obsolete.

Thelin said all too often company owners and operators embrace their standard business practices while other companies sneak by them with innovation and an eye toward the future. “We get too comfortable,” Thelin said. He recalled a local fast-food restaurant that asked for help with its marketing strategy. “Someone like me goes in and tries to give them new ideas and encourages them to implement changes and they say, ‘No, we’ve been doing it this way for the last 15 years.’”

Hall and Thelin agree there are many excellent examples of companies that follow the four steps: (1) analyze, (2) customize, (3) advise and (4) implement with tremendous success.

“If you are ready to really make a difference and to re-think what it is that you’ve been doing we can make substantial changes in your life,” Hall said. “There are ways to make your business immediately more profitable. We’re finding ways to meet immediate needs and helping companies turn them into long-term success.”

Emotional Attachment Equals ‘Tied Down’

“Change is good, change is hard. Dave is making changes a little easier,” Thelin said. “Emotional attachment is one of the biggest challenges some businesses face.”

Thelin is a fan of the hit American reality television series, *Cake Boss*, which airs on the cable network TLC. The show follows the operations of Carlo’s Bakery, a New Jersey family-owned business owned and operated by Buddy Valastro and his siblings. “Buddy, the Cake Boss, started a new show called, *Bakery Boss*,” Thelin said. The premise of *Bakery Boss* is that businesses can identify small weaknesses and institute small changes to make a big difference in the bottom line. Businesses are sometimes so emotionally attached to old family recipes that they forget to actually evaluate those recipes based on their own merits rather than their histories.

“The more I’ve been involved in business, the less emotionally attached I’ve become because I’ve done it for so long,” Hall said. “We’re bringing these kinds of changes to you because we want to see a positive impact in the business industry.”

Secure a Solid Plan for the Future

Hall is experienced in helping businesses through the four-step process of (1) analyzing, (2) customizing, (3) advising and (4) implementing changes with tremendous success.

Re-Think Your Business in Four Steps is available online free at davehall.podomatic.com.

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NOTE: *Dave Hall Certified Public Accountants & Strategic Business Advisors has offices in Las Vegas, Henderson, Nev., as well as in St. George and Enterprise, Utah. The company specializes in developing customized strategic business plans for entrepreneurs throughout the nation.*