
Questions for her business owners

- 1 Have you completed a thorough Fact Find to uncover what risks you potentially face in your business?
- 2 Who are your Key People and how would your profitability be affected if they weren't there?
- 3 What outcomes do you and your business partners want for the future ownership of your company if something serious happens to one of you?
- 4 What plans have you put in place should you suffer a major and unexpected accident/ illness to ensure your business continues to remain profitable?
- 5 How would you manage any personal guarantees over business debts?

Business Basics

- 1 A great business plan is not a substitute for hard graft.
 - 2 You cannot build a reputation on what you plan to do.
 - 3 Invest in experts.
 - 4 Surround yourself with great mentors.
 - 5 Let go of some of the value to get more.
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her shareholding and managed to raise just under \$1million in private equity in just three months. She then attracted an independent Board of exceptional calibre to oversee and manage the vision and overall strategy of the company.

Cecilia adds, "I believe one of the keys to success when setting up your own business is to surround yourself with like-minded business partners and mentors who can offer guidance, direction and advice you know will bring out the best in you."

Since the launch in January 2007, eleven franchises have been established throughout New Zealand. By 2009, Triplejump plans to have 30. Cecilia believes Triplejump is New Zealand's answer to superior, unaligned, needs-based risk management advice. It is different from any other Life Advisory business in the market. This is because of its complete client focus and the in-depth analysis and formulation of solutions tailored to the client's needs regarding financial risk in their business and personal lives, as well as the ongoing service and support commitment.

With approximately 325,000 privately owned Small to Medium Enterprises (SMEs) in New Zealand, and with 96% employing less than 20 staff, the exposure of these businesses to insolvency and loss of profit due to the loss of key people is substantial. Triplejump has developed a professional advice consultancy using sophisticated business analysis tools to help business owners as well as families understand and manage human risk.

"There are still so many business owners out there who have not put measures in place to protect themselves, their staff and ultimately their businesses should the unexpected arise. I can't reinforce enough how important it is to manage human capital risk in your business."


With her primary focus on the consumer, Cecilia wanted to create a company where she could help reverse the negative associations consumers have with insurance and insurance advisers and, further, help them to realise the risks they may face if they are not financially protected. It is her

belief that Triplejump can be socially responsible by providing leading-edge advice that empowers the consumer to take responsibility for the future of their families and businesses by ensuring their financial needs are covered in the event of a catastrophe.

Research has shown that many families are inadequately covered in the event of premature death of a primary income earner. One third of families with a primary income earner between the ages of 22-39 would suffer at least a 40% decline in their standard of living, and as a result would face significant financial hardship. What's more is that families are overestimating government support and underestimating the survivors' needs in this instance. Consumers really need professional advice and support in this area, and Cecilia believes Triplejump can help New Zealanders become more responsible for the futures of their families and also their businesses.

Cecilia is very involved with the Triplejump franchisees, who are located around the country. She acts as a mentor as well as a friend and coaches them through the advice process to ensure their clients are receiving the best possible service for their needs.

Recently, Cecilia received the *financialalert* Person of the Year Award 2007 for her outstanding contribution to the New Zealand Financial Services industry. She was nominated for the award because she has raised the boundaries of professionalism and integrity for the insurance industry. She has built a high-quality brand that has a unique business structure and leads the way in best-practice philosophies that embrace the needs of insurers, advisers and consumers.

So where to next for Cecilia? "I would love to make Triplejump a global brand and continue to offer the best advice, service and support to as many consumers as possible. We have incorporated a company in Australia so watch this space! I am so passionate about Triplejump and its core values and culture, and I do believe we are already making a difference in the lives of so many New Zealanders." 

By Xenia M Foote