



Elixir Consulting awarded State Finalist in two categories of the 2011 Telstra Business Awards.

Elixir Consulting has been announced as a State Finalist in two categories of the 2011 Telstra Business Awards. Managing Director Sue Viskovic said "We are absolutely thrilled to be recognised for our business acumen. Our core service offering is to help financial planners improve their own businesses, and this professional recognition proves that we live and breathe our craft. To be selected from the hundreds of applicants across all industries is very rewarding."

Elixir Consulting is a national business with five Consultants who deliver business coaching and practice development services to clients in every state in Australia.

Elixir is one of four finalists in the Innovation Category and one of three finalists in the Microbusiness Owner category. The judges were impressed with Elixir Consulting's innovative suite of online and coaching tools to assist advisers to ready their business for FoFA, and their exceptional record of customer service and client advocacy.

"We foster a culture of continuous improvement, and are always exploring new ways to assist our advisers and clients. Our team spends two days together every quarter to share ideas from around the country and we maintain a constant focus on delivering outcomes for our clients. When they get a great return on investment, so do we", said Viskovic.

Elixir was classed in the Microbusiness category as they directly employ less than 5 full-time staff. Viskovic explained, "Part of the power of our business model is that our Business Coaches are all self-employed, and exclusively licensed to Elixir Consulting. Our coaching clients value the fact that their business coach has, like them, taken the plunge to own their own business and they understand the risks, rewards and emotional impact of being self-employed."

The State winner will be announced on the 19th of July, and then go on to be judged against the best businesses in the country in Melbourne on the 26th of August.

ABOUT ELIXIR CONSULTING

Elixir Consulting is an Australian organisation specialising in business coaching for financial advisers, providing independent advice and solutions to institutions, licensees and financial planning businesses.

With consultants based in Sydney, Melbourne, Brisbane, Adelaide and Perth Elixir Consulting provides coaching and support to advisers right around Australia.

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