

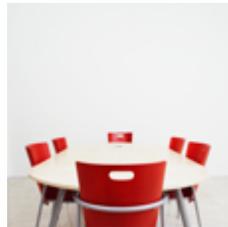


## Bill Mancer

Rise Accountants  
Auckland, NZ

Member Since: 2012

*“A business owner will learn how to run their business better.”*



Even experienced business owners find themselves with occasional dilemmas that they can't seem to get past. They may be too close to the situation, or perhaps it's in an area of the business that they haven't dealt with often. Either way, it's important for them to have others on hand who may have faced a similar situation and can provide constructive advice.

After 20-plus years in business, Chartered Accountant Bill Mancer has acquired a formidable range of expertise and experience, covering property, manufacturing, retail, services and trades. As the founder of Rise Accountants, an accounting, financial services and business development coaching firm in Auckland, Mancer is accustomed to working with privately owned companies, advising them on a wide range of commercial issues.

Mancer finds value in being involved in The Alternative Board peer group process. “Being in the business I am of advising other people on how to run their business, I find I often have the solution to my problem before I turn up to a meeting.



But having The Alternative Board in place forces me to go through the process,” he explains. “A business owner will learn how to run their business better, they will be asked to present issues and asked questions. They might not always have the answers to those questions but they will go back into their business and establish what those answers are.”

Mancer also finds value in the accountability aspect of being a member of The Alternative Board, which has contributed to the success of his business by encouraging him to be more disciplined. “I know that at the beginning of the month, I am going to be sitting around the table with other members of The Alternative Board and I am going to have to provide answers regarding what happened in the previous month,” he says. “So come the end of the month, I am very focused. I establish what my revenues were for the month, what my expenses were, and therefore identify some issues which I then bring to the Board for them to help me find a solution.”

No doubt Mancer’s involvement with The Alternative Board is also a boon his fellow Board members, given his skills at analysing business operations and developing strategies that take advantage of an organisation’s strengths. It’s a win-win situation.

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## About The Alternative Board

The Alternative Board® (TAB) helps forward-thinking business owners grow their businesses, increase profitability and improve their lives by leveraging local business advisory boards, private business coaching and proprietary strategic services.

TAB works with successful business owners who feel that their current practices are not elevating their businesses to the next level. We bring together owners, CEOs and presidents of non-competing companies to meet in a relaxed, confidential setting to give and gain practical, real-world advice on their specific business issues and opportunities.