

You'd be hard-pressed to find a business as successful as Woodrabbit

Woodrabbit Kitchens does no advertising, per se, apart from generating word of mouth. But there has been a specific reason for that.

With growth comes responsibility, so owner Brett Adamson has made sure that from start up his business has grown measurably and controllably.

"After 16 years of working for the man I got a shove from my wife," says Brett. "We started Woodrabbit with just me plus one seven years ago."

"Stepping into my own business was like a kick in the face. I didn't understand the true meaning of cash flow and what would happen when our business grew. The first piece of accounting advice I ever received was to sit on my hands, and I'm glad I did albeit very limiting."

"However I was fortunate to have had so many years at the front of another business. It showed me how to grow it by positioning the right people in the right way."

"In our own business we've come so far; I put it down to being humble, being real and allowing things to happen which has opened up opportunities. But we came to a stage where we didn't want to be so powerful that we couldn't handle it."

That's when Brett looked for an accountant who could responsibly help him take his business to the next level.

"It was a natural progression to seek [Chris Atkinson's](#) advice – he is part of our local network and endorsed by one of the banks as a possible match for our business."

"From the first minute it completely changed how we go about things – looking at the way Collins Hume interacts with their own clients, with passion, has blown me away."

"This is more than an accounting lesson for me," says Brett. "It's about stepping back and looking at our business from an operations, client service and 'everything else' viewpoint."

"It's fascinating. We're seven years in, we've grown and grown, and we're looking for the next exciting thing. Chris is just what we need to take the business where it needs to go and we have full confidence that he can guide us."

"A lot of our business success has been about putting ourselves in the right place at the right time. The latest and best opportunity is working with Collins Hume and Chris who has fallen into our laps, and he's excited too! It's like he's sitting on the plateau currently looking at our options to make sure we can walk the walk."

"We're looking forward to understanding our business a lot better – how to monitor the numbers, the cash flow and projecting. With our client base steadily growing, a big part is job scheduling and figuring out what to take on, then being able to say to Mrs Smith that her kitchen will be ready in four weeks. We'll be very interested to see Chris' modus operandi, and excited about learning from him and taking it to the next level."

Brett is excited about his business again, so it's up to Chris to channel his energy. Woodrabbit Kitchens is a great business which could be better with focus and discipline around understanding cash flow, and setting and reviewing key performance indicators (KPIs).

"The turning point was when my own client said, 'Brett, it sounds to me like you don't know what you don't know'. We've had time to ponder the realities as a start up, so we know that anything is possible – we all have the same get up and go, but it's what you do with it that counts."

"It's only up from here, but our business is still very 'Brett-centric' so it's important to ask, 'Yes we can conquer the world, but at what cost to achieve balance?'"

"We went to Chris with a lot of fingers in pies – investment properties, a new factory – and his handling has given me utmost confidence of our relationship being a long term one."

"We know we can do lots of things in the future so it's comforting to know there's so much still to do with Chris and Collins Hume riding alongside."