



MEMBERS CORNER

# Sirdar: A partnership of extreme business success



A Sirdar is the name given to a lead Sherpa on a mountain expedition. Where others see a mountain of difficulty, they see a clear path of opportunity. They build the right team, choose the right route, and know when to go for the summit.

Just like a Sirdar leads a mountain expedition to the peak of a Summit, Sirdar Ltd leads astute business expeditions to extreme business success. It is a holistic growth and development company, not focused on just one aspect of the businesses success. Sirdar finds out what the strengths of a business are and what drives the business owners to be in the business that they are in. Sirdar then builds a team that gives the small business, big business expertise.

In doing this, Sirdar uses a unique and specific business model; aimed at working only with clients that are committed and passionate about their enterprise and its growth.

Whilst Sirdar works with some business on a cash investment basis, the majority of their business partnerships include an equity component. Regardless of the form, once Sirdar has an understanding of the specific business, where the owners want to get to and has established how this will be achieved, Sirdar works on a success basis.

As Carl Bates, the Group Chairman of

Sirdar, says "investment in your business growth and development through Sirdar is just that, an investment. An investment has to have a positive return, otherwise why would you invest?"

The Sirdar model ensures these results through aligning their interest to that of the business owner/s; enabling Sirdar and the business owner/s to hold each other to account at a whole different level. A relationship only possible because the parties have an active stake in each others success.

Sirdar believes that there are three key drivers to the success of any business; strategy, effective governance and professional management. Carl Bates says "strategically, the importance of outlining your business goals and aims will play a large part in determining the pinnacle of your businesses success".

Sirdar's wider team is made up of business experts who have an extensive range of speciality areas from governance, management, finance, marketing, sales, various industry and system, process and project implementation all in the small business realm. Sirdar understands that not all small businesses in New Zealand have the opportunity to sound out big business expertise; Sirdar not only gives this opportunity but partakes in the journey of that business as well.

Carl Bates is an inspiring business leader who has an exceptional amount of business nous. Sirdar has now expanded into Hamilton, Auckland and just this month, into Queensland, Australia.

If you would like to learn more about how Sirdar supports the growth and development of New Zealand businesses then be sure to join Carl throughout the seminar series that the Wellington Chamber of Commerce is hosting over the next few months.



## CHAMBER FACILITY HIRE

The Chamber has a versatile array of function rooms available for hire, all featuring expansive views. From our large capacity Events room (dividable into two medium sized rooms), to the Formway Boardroom, we can cater for most of your meeting and function needs. We have a commercial kitchen on site and you are welcome to provide your own catering or have us organise it for you. After hours hire is available and we have hosted weddings, special occasions and product launches.

We are also pleased to offer our Kelburn room, a smaller room suitable for up to 8 people. This room has worked well for private interviews and as temporary office space. As the name suggests there are views over The Terrace and Kelburn.

For more information please visit our website or call Lusía Pedro on 04 914 6519 or e-mail [Lusia@wellingtonchamber.co.nz](mailto:Lusia@wellingtonchamber.co.nz)

