



Danny Haydon

Principal/Chairman
Ba AppSc (OT),
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Brentnalls SA

Chartered Accountants and
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April 2023



Independent, together.

Capability Statement



Brentnalls SA
Chartered Accountants and Advisors

Experience and understanding brings results

Driven through experience, passion and commercial acumen, Danny Haydon provides strategic advice for business owners to define their future goals, improve their operations and drive improved financial performance.

Danny assists business owners by defining their goals through effective facilitation and collaboration. In addition, Danny works with the owners to improve business operations and drive improved financial performance.

Danny's trusted advice, includes business planning, governance, HR management, quality and risk management, infrastructure development, and developing innovative business models. He has been a business consultant since 2008 and heads up the Health Division, focussing on value adding to better enable health-related businesses and services to achieve their business financial goal.

“Most clients don't know the full potential of their practice. It's my job to help uncover and realise the true value of those opportunities.”

Areas of expertise include:

- Diagnosing critical factors affecting your business,
- Planning for the future business viability,
- Helping you take control of your business,
- Getting your business to work for you and improve your work/life balance,
- Implementing contemporary business practices,
- Building the capacity of your business to develop and grow,
- Managing staff issues and developing systems for improvement.

Having worked with SMEs, government departments and agencies, not for profits and universities, Danny has facilitated and influenced many systematic improvements and reforms emanating from these projects. Through establishing more effective governance, restructuring service models, and improving the efficiency of systems and processes, he has helped develop more financially viable service models and, ultimately, more profitable and sustainable businesses.

In addition, Danny has enjoyed the following high profile appointments:

- Sonder—Board Director (2014—present), Vice Chairman (2018-present),
- Clare Medical Centre—Business Advisor, Executive Officer (2003-2021),
- Maari Ma Aboriginal Health Corporation, Management Consultant,
- Member of the Department of Health, Primary Care Division, Practice Managers Advisory Group,
- Australian Association of Practice Management (AAPM), Board Member (2014-2022), State & National President between (2013-2017).



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Through years of hands on experience, Danny's knowledge and understanding of running a successful medical business has allowed Danny to provide the following services:

Practice Assessment

A practice assessment is an opportunity for an independent appraisal of your practice and will identify how well your practice is performing. The appraisal then allows you to focus on what is important so that you can prioritise the key strategies that will improve your business performance.

Strategic Business Planning

Planning for success means focusing on key strategic elements that are required to improve your practice performance. The best possible outcomes are achieved through forward thinking and aligning your strategies with your goals to achieve the best possible results.

Governance Reviews

Advice on structures and processes that facilitate effective decision making, helping clarify roles and improve the productivity of your management team.

Advisory Board

Decision making typically rests with the business owner. Advisory Board roles support the decision making process and provide specialised industry perspective on: strategy, business improvements, policies and procedures, and developing more effective services.

Practice Manager Mentoring

Mentoring or coaching is one of the most cost effective ways to invest in your practice. A structured developmental program, aims to assist your Practice Owner/Manager to achieve your business goals that are in line with your business plan.

Operational Performance

An evaluation of your processes and procedures across the key areas of practice operations, identifying areas for improved productivity and efficiency, while ensuring effective risk management strategies are maintained.

Human Resource Management

Assisting your practice in order to build a high performing practice that has robust and highly effective clinical and administration teams. Building strategies to create a positive workplace culture, so as to enable your team to thrive.

If you would like to discuss these services, **please contact Danny Haydon** for more information.

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