



**THE  
ENGINE™**  
POWERING BUSINESS RESULTS

Our coaching programmes are registered with the Regional Business Partners Programme. Inquire re co-funded business support for your business with our building management capability & coaching programmes.



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**Don't leave money on the table.**

**The Engine's Succession & Exit Strategy Group Coaching was created for owners who refuse to gamble with their future. Contact us to find out more.**

**Email: [businessadvice@theengine.biz](mailto:businessadvice@theengine.biz) - Subject Exit Strategy**



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www.theengine.biz

## The Leaders Who Ask Better Questions

At The Engine, we work with business owners across New Zealand who want to strengthen leadership, improve strategy, grow sustainably and build businesses that are resilient for the future. One common theme consistently stands out amongst the businesses that thrive.

Curiosity.  
Not ego.  
Not pretending to know everything.  
Not having all the answers.

The strongest leaders are usually the most curious people in the room.

They ask questions.  
They listen deeply.  
They stay close to the problem.

**And they are willing to admit there is always more to learn.**

Recently I heard a speaker say something that stayed with me:  
***Part of becoming a strong problem solver is understanding which problems are yours to solve.***

That resonated deeply because one of the greatest mistakes I see in business is leaders believing they need to appear as though they know everything. The reality is no one does. The businesses that evolve successfully are usually led by people willing to continuously learn, challenge assumptions and seek insight from those closest to the issue.

The businesses that stagnate often have something in common too. They stop being curious.

They rely on old systems, old assumptions and outdated thinking. They surround themselves with people who reinforce what they already believe instead of people who challenge them to think differently.

The businesses that grow sustainably are different. Those leaders ask:  
What are we missing?  
What are our customers trying to tell us?  
Where are the inefficiencies?  
What uncomfortable truth do we need to confront?  
What opportunities are sitting in front of us that we are not seeing?  
**And most importantly, are we solving the right problems?**

Curiosity is not weakness.  
**It is strategic intelligence.**

# The Engine Business News

Leading Holistic Business Advisors & Specialists  
Business Insights Quarter 2 - 05/26



The best business owners understand it is not their job to know everything. Their responsibility is to find out what they need to know to make informed decisions, lead effectively and create better outcomes for their teams, customers and communities.

That mindset changes everything.  
It creates stronger strategy.  
Better leadership.  
Healthier culture.  
Greater innovation.

**And more sustainable business growth.**

Over the past year, I have seen this lesson play out not only in business, but across leadership, health, advocacy and government. The people closest to a problem often hold the most valuable insight, yet too often systems and organisations become disconnected from those voices.

Real leadership requires humility.  
It requires listening.  
It requires courage to challenge assumptions.  
**And it requires curiosity strong enough to keep learning, even when you are experienced.**

At The Engine, we see firsthand how business coaching, strategic advisory support and leadership development can transform not only businesses, but the confidence and direction of the people leading them. Sometimes one conversation, one insight or one shift in thinking can completely change the trajectory of a business. As we move through May, I encourage every business owner and leader reading this to ask themselves:

**Am I still curious?  
Am I listening enough?  
Have I become too comfortable with what I think I know?  
Am I surrounding myself with people who challenge me to think differently?  
And am I solving the right problems?  
Because growth rarely begins with certainty.  
It begins with curiosity.**

If you are serious about wanting your business to be in a better place, and are curious about how working with The Engine may be co funded, reach out to Catherine at **catherinec@theengine.biz** or visit The Engine. Sometimes the first step forward is simply starting the conversation.

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👉 **Learn more [here](#).**

**Businesses may also be eligible for co-funded advisory support of up to \$5,000.**

**At The Engine, we don't deal in assumptions.**

**We deal in clarity, structure, and execution.**

**Because when your business starts slipping, the time to act is not later. It is now.**

# Getting divorced?

or

# Need to sell



Quirky ads get potential clients curious & now deliver 32,000+ views and live leads

## YOU'LL NEED A GOOD LAWYER & A GOOD PAINT JOB TOO

### The power of business coaching and advisory support

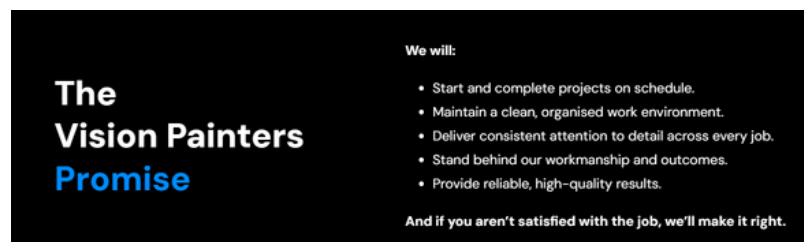
Many business owners still work on the premise of 'soldier on, she'll be right' and suffer extreme burnout or lose their mojo. In reality, the most successful businesses actively seek external business coaching support because they understand the value of strategy, accountability and outside perspective.

That has certainly been the case for Vision Painters.

Throughout the coaching and advisory process, Phil and Billie have demonstrated a genuine willingness to remain curious, challenge assumptions and step outside their comfort zone **including networking** to strengthen both leadership and business performance.

Areas of focus have included:

- Business growth strategy
- Leadership development
- Operational systems and accountability
- Sales and customer conversion processes
- Referral and customer retention systems
- Pipeline management and forecasting
- Team communication and structure
- Scalable systems for sustainable growth
- Strategic planning and long term capability building



One of the biggest growth shifts for many trade businesses occurs when owners move from simply working harder to building smarter systems that allow the business to scale sustainably.

That transition requires trust, leadership and a willingness to evolve. Phil and Billie have consistently shown that mindset.

### Leadership Growth inside Growing Businesses

An important part of Vision Painters' journey has also been leadership development within the business itself.

As Operations Manager, Billie has continued developing her capability in operational leadership, systems management and accountability processes. For growing New Zealand businesses, investing in internal leadership capability is often one of the most valuable long term growth strategies a business can make.

### Strong businesses are not built by one person alone.

They are built through strong leadership, clear systems, accountability and teams willing to continuously improve together. That is where strategic business coaching and advisory support can play a significant role.

**Check out their new website: [www.visionpainters.com](http://www.visionpainters.com) relaunching this week.**

### Why the Regional Business Partner Programme Matters

The Regional Business Partner Programme provides eligible New Zealand businesses with access to co funded capability development support, helping businesses invest in leadership, strategy, systems and sustainable growth. Vision Painters is a strong example of how investing in capability development and leadership growth can help already successful businesses continue evolving and strengthening for the future. **Contact us to find out more.**

## Growth begins when you get comfortable being uncomfortable

There is a misconception in business that successful companies eventually "arrive". That once a business reaches a certain level of revenue, reputation or stability, the hard work of learning and evolving slows down. In reality, the businesses that continue to thrive are usually the ones most willing to remain curious, challenge themselves and step into discomfort. That is exactly what we continue to see with Vision Painters.

Led by Phil Christian, alongside Operations Manager Billie, Vision Painters has built a strong reputation in the trade sector through quality workmanship, relationships and consistency. But what stands out most is not simply the growth of the business itself. It is their willingness to keep learning, refining and strengthening the business behind the brand.

### Building a stronger trade business through curiosity, leadership and strategic Growth

Rather than becoming comfortable with where the business is today, they have continued investing in capability development, leadership growth and operational improvement to strengthen the future of the business.

Through co funded support accessed via the Regional Business Partner Programme, Vision Painters has been working alongside us here at The Engine to further develop business systems, strategic planning, leadership capability and scalable operational processes. Importantly, this work has not been about "fixing" a struggling business.

It has been about building an already successful business into an even stronger, more sustainable and scalable operation. From reviewing from the ground up they have repositioned their business with a sustainable strategy that not only provides a plan that works for them but one that is now embedded also with automation, that operates in the background so they can be on the tools & fronting relationships.

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## "Never Leave Anyone Behind"

That is the message driving everything Catherine Cooke stands for.

Not only in business.  
Not only in advocacy.  
But in life.

It is a philosophy built from lived experience, resilience and an unwavering belief that people matter.

Across New Zealand, many know Catherine as a business leader, national advocate and the driving force behind high profile health and social impact campaigns. Others know her as a speaker, storyteller and voice for those too often unheard.

But behind the headlines and advocacy is something much simpler.

### A deep commitment to people.

Most recently, amidst her own ongoing cancer advocacy work and national campaigning, Catherine helped lead a nationwide pay it forward movement for a solo mother facing terminal illness. Through storytelling, human connection and community generosity, more than \$42,000 was raised for the woman's children before she sadly passed away just four weeks later after reaching out to Catherine.

It was not about publicity.  
It was about humanity.

About showing what is possible when people stop scrolling, start listening and choose to act.

Catherine took the story across New Zealand because she believes stories have the power to move people, shift perspectives and create change.

She hopes more people will choose to do the same.  
That belief sits at the heart of [RISE by The Engine](#).

# RISE

RESPECT | INTEGRITY | STRENGTH | EMPOWER

WHĀIA TE ITI KAHURANGI

KI TE TŪOHU KOE, ME HE MAUNGA TEITEI

PURSUE EXCELLENCE - SHOULD YOU STUMBLE, LET IT BE TO A LOFTY MOUNTAIN

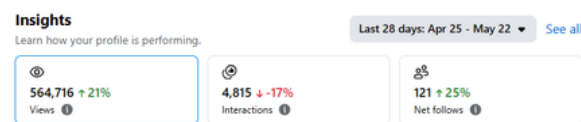
## Turning Adversity Into Impact

RISE is a platform grounded in advocacy, storytelling, resilience and human connection. It exists to inspire courage, create meaningful conversations and remind people that adversity does not have to define the end of someone's story.

Through keynote speaking, public engagement, advocacy and storytelling, Catherine shares deeply human experiences that resonate across audiences, industries and communities.

Her story is not polished theory. **It is lived.**

From humble beginnings, to navigating significant adversity, to national advocacy work while facing aggressive triple negative breast cancer herself, Catherine speaks with honesty, intellect, vulnerability and courage. **And audiences connect because it is real.**



### Storytelling that creates change

At a time where audiences are craving authenticity more than ever, storytelling has become one of the most powerful tools for leadership, advocacy and connection. While she has been away for 3 weeks over the last month her reach and engagement is phenomenal. Her words are not simply motivational. They are deeply human conversations that challenge audiences to think differently, lead differently and care more deeply about the people around them.

### More than inspiration

RISE is not about empty inspiration. **It is about impact.**

It is about helping people feel seen, understood and empowered to rise through their own challenges, leadership journeys and life experiences. Whether speaking to businesses, conferences, leadership groups, community organisations, schools or government sectors, Catherine brings a rare combination of strategic insight, emotional intelligence and lived experience that leaves a lasting impression long after the event ends. Because the most powerful stories are not the ones that make people briefly emotional. **They are the ones that move people to action.** [Book Catherine Cooke here.](#)

*Because the most important thing we can do is ensure  
nobody gets left behind.*

# Step into The Engine Think Tank

Learn with an experienced **Business Advisor** from The Engine and collaborate with other visionary business owners

## Why Group Coaching changes businesses faster than going it alone

Running a business can be one of the most isolating experiences a person will ever undertake.

From the outside, business owners often appear successful, capable and in control. Yet behind the scenes many are carrying the weight of cashflow pressure, staffing issues, growth decisions, operational complexity, succession concerns and the constant responsibility of making decisions that impact not only themselves, but their teams and families.

The challenge is not always a lack of capability. It is often a lack of space to think strategically with the right people around the table.

That is where group coaching becomes powerful.

At The Engine Business Group Coaching, business owners come together in facilitated environments designed to challenge thinking, create accountability, strengthen leadership and unlock growth opportunities that are often difficult to see from inside the business itself. There is something transformational that happens when experienced business owners sit in a room together with an experienced facilitator guiding the conversation.

The walls come down.

Real conversations begin.

Business owners realise they are not the only ones navigating pressure, uncertainty, staffing challenges, scaling concerns or succession questions. They begin learning not only from the facilitator, but from the lived experiences, mistakes, insights and strategies of others around the table.

That shared wisdom becomes incredibly powerful.

Unlike traditional consulting, group coaching is not about someone standing at the front of a room delivering theory. It is interactive, practical and grounded in real business experience. The facilitator's role is to ask the right questions, identify blind spots, challenge assumptions and help business owners think differently about the way they lead, structure and grow their businesses.

At The Engine, the group coaching environment is intentionally designed to move beyond surface level business conversation. Because often the issue presenting in a business is not the real issue underneath.

A profitability problem may actually be a pricing confidence issue.  
A staffing issue may actually be a leadership clarity issue.  
A succession concern may actually be a business dependency issue.  
An operational bottleneck may actually be a communication issue.  
This is where facilitated coaching becomes invaluable.

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**At The Engine, our coaching philosophy is simple:  
Better conversations create better businesses.**



Because one of the greatest risks for any business owner is making significant decisions in isolation.

What makes facilitated group coaching particularly effective is that it combines expertise with collective intelligence. Our facilitator brings structure, commercial insight and strategic direction.

The group brings perspective, challenge, lived experience and accountability. Together, that creates momentum.

Business owners often leave these sessions with more than just ideas. They leave with clarity, renewed confidence, practical action plans and a stronger understanding of the gaps preventing the business from reaching its next stage of growth.

And perhaps most importantly, they leave feeling less alone.

**Our Think Thank Group Coaching & our Succession & Exit Strategy Group Coaching are registered in the RBPN Programme. You may be eligible for 50% funding for this coaching.**

👉 **Let's get you booked in a group. Reach out to us here.**

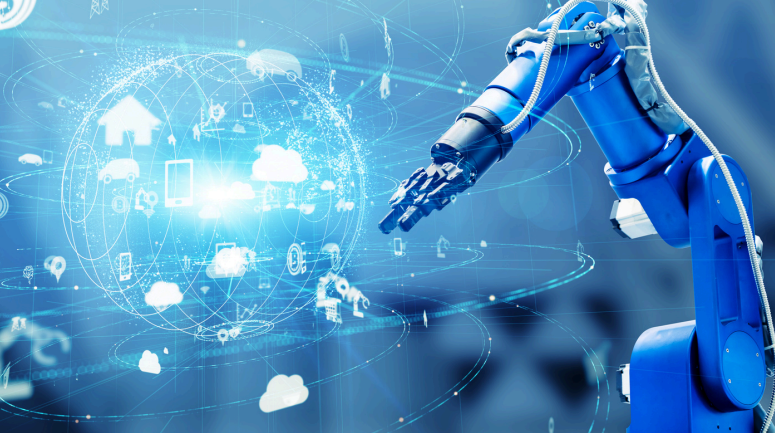


Every group coaching session at The Engine is designed to create real momentum, not just conversation.

### Our programmes are:

1. Structured – with clear business focus and strategic direction
2. Interactive – bringing business owners together for honest discussion and shared learning
3. Learning Focused – practical insights, tools and commercial understanding you can apply immediately
4. Action Plan Driven – ensuring every session leaves you with clear next steps and accountability
5. Supported with Fortnightly Follow Up – maintaining momentum between sessions
6. Backed by Ongoing Coaching Support – because business challenges do not stop when the session ends

If you are ready to stop operating in survival mode and start building a stronger, more scalable and sustainable business, now is the time to step into the room. **Because better conversations build better businesses.**



## Automation without foundations creates faster CHAOS

Automation is one of the most talked about business strategies in today's market. Businesses are investing heavily into CRMs, AI tools, automated workflows, marketing funnels and customer journey systems in the hope of creating efficiency, growth and scale. And when done properly, automation can absolutely transform a business.

But there is a reality many businesses are discovering too late. Automation does not fix broken foundations. It accelerates them.

At The Engine, we often see businesses rush toward automation because they are busy, overwhelmed or trying to regain control. They want faster lead management, smoother onboarding, automated follow up sequences, stronger customer retention and less dependence on manual administration.

The intention is right.

The problem is the structure underneath is often not ready.

If your customer journey is inconsistent, your communication unclear, your ownership undefined or your operational process fragmented, automation simply amplifies those issues faster and at greater scale.

A CRM does not create connection on its own.

It creates the opportunity for consistent connection.

That difference matters.

When implemented strategically, automation allows businesses to remain visible and engaged with both existing and potential customers while leadership and teams focus on higher value activity elsewhere in the business. Instead of losing leads through lack of follow up or inconsistent communication, automated systems can ensure customers continue hearing from you, receiving information, moving through nurture journeys and engaging with your brand even while you are focused on operations, sales delivery or growth.

That is where automation becomes powerful.

Not because it replaces people.

Because it creates space for people to operate more effectively.

At Vision Painters, part of the coaching methodology focused heavily on understanding the business foundations before implementing growth tools. Before introducing systems, automation or scaling strategies, there was always a need to understand:

- What does the customer experience currently look like?
- Where are the operational bottlenecks?
- What tasks rely entirely on one person?
- Where are communication gaps occurring?
- What processes exist only inside someone's head?
- What behaviours and standards are actually repeatable?

Because if the business itself lacks clarity, automation simply creates faster confusion.

One business came to us excited about implementing a sophisticated CRM and automated sales journey. On paper, the business was growing quickly. But underneath, customer notes were inconsistent, sales ownership was unclear, pricing varied between team members and follow up processes depended entirely on memory.

Leads were not being lost because of technology. They were being lost because the foundations underneath the technology were weak.

Before implementing automation, we worked through operational structure, clarified customer touchpoints, standardised communication expectations and mapped the actual customer journey from first enquiry through to delivery and aftercare.

Only then did automation begin creating meaningful results.

The difference was immediate.

Potential customers were consistently nurtured. Existing customers felt more connected to the business. Team communication improved. Leadership gained visibility across the pipeline and opportunities stopped slipping through the cracks.

Most importantly, the business owners regained time.

That is often the real value of automation.

Time to lead.

Time to strategise.

Time to strengthen culture.

Time to focus on growth rather than chasing administration.

Businesses often think automation is about technology.

In reality, successful automation is about clarity.

Clarity around your process.

Clarity around ownership.

Clarity around communication.

Clarity around customer experience.

Technology should support a strong business. Not compensate for a weak one.

The businesses seeing the greatest success with automation are not necessarily the ones with the most expensive systems. They are the businesses that understand how their operations, people, communication and customer experience all connect together.

Because automation works best when it enhances human connection rather than replacing it.



Visit [www.theengine.biz](http://www.theengine.biz) or contact [businessadvice@theengine.biz](mailto:businessadvice@theengine.biz) to get the conversation started.

# THE FEROCIOUS ADVOCATE

## Advocacy Update: This Fight Was Never Just About Me



Over recent months, our Founder, Catherine Cooke, has become known nationally for her relentless advocacy surrounding access to early intervention cancer medicines and systemic reform of New Zealand's health and medicines system.

But behind the media, meetings, petitions and public conversations are real human stories.

One of those stories belongs to a solo mother of four children. Ten year old twins, a thirteen year old son and a twenty year old daughter. She reached out to Catherine in desperation, trusting her with her story and her fear. Like so many others, she had been denied access to the global standard treatment pathway from the outset. Assumptions had been made around affordability and her ability to self fund or fundraise.

That is not an assumption anyone should ever make.

Catherine carried Amber's story publicly and nationally. The response from New Zealanders was extraordinary. Her Givealittle campaign rose to \$32,000 as people across the country rallied around her family. Then, only three weeks later, came the heartbreaking update. There was no longer hope.

Still, the story continued to be shared because this was never simply about treatment anymore. It was about dignity, compassion and ensuring her children would have support around them. Through continued advocacy and storytelling, a further \$10,000 was raised for her family. We hope this contribution will help ease some of the burden her children now face as their mother Amber passed, aged 45 years, less than a year from a diagnosis that could have been managed with standard global treatment.

What makes this even more significant is that Catherine undertook this work while still personally carrying the financial impact of her own treatment journey, remaining more than \$50,000 short from funding treatment herself.

Yet she continues to show up.

**Please scan the code below to give. Thank you.**



Every week, Catherine spends up to twenty unpaid hours advocating for systemic change in New Zealand. Her petition, signed by 17,096 New Zealanders, continues progressing through Parliament. While movement is finally occurring, the process has been slow, layered and deeply frustrating, moving through the Petitions Select Committee process toward recommendations to either the Minister or the Health Select Committee.

Catherine carries the weight of this petition heavily because behind every signature is a human being, a family member, a patient, or someone terrified of what happens if they or someone they love becomes sick. She has spoken openly about the reality that while early screening is important and necessary, screening without timely access to treatment can become cruel and inhumane. Diagnosis without equitable treatment is not a complete health system.

Catherine's advocacy has evolved far beyond one medicine or one cancer subtype. Her work now focuses on exposing the reality that New Zealand's system increasingly creates winners and losers based on postcode, finances and access.

She continues calling for a complete whole of Government approach to health reform, arguing that Governments must stop looking at medicines purely as a cost centre while ignoring the enormous downstream costs of decline.

Those downstream costs extend far beyond hospitals. They include welfare dependency, mental health deterioration, ACC costs, lost workforce participation, reduced tax revenue, family breakdown and long term societal harm.

Catherine has consistently advocated for a sustainable framework that includes:

- Earlier access to global standard intervention medicines
- A co-ordinated cross Government approach to health investment
- Consideration of long term economic savings from prevention and early treatment
- Regeneration of workforce participation and tax contribution from people able to return to wellness
- Exploration of a dedicated health and medicines levy to future proof equitable access for all New Zealanders

Her work will never benefit her personally.

**But it will help future generations of New Zealanders.**

As part of continuing this advocacy and community support work, Catherine is also hosting an upcoming Charity Brunch in support of the Breast Cancer Foundation NZ and Dress for Success. This event is about more than fundraising. It is about bringing people together, sharing stories, supporting women and continuing a conversation New Zealand can no longer afford to ignore. The event will also support clothing donations for women needing support to re-enter the workforce, because dignity, confidence and opportunity matter too. If you would like to support Catherine's advocacy work, her ongoing treatment recovery costs, or the wider mission for systemic change, your support would be deeply appreciated. Because this fight was never just about one person.

**CLICK PICTURE BELOW TO GO TO POST TO SEE MORE ABOUT THIS EVENT**



# Let's have some fireside business chats



## BUSY DOES NOT MEAN PROFITABLE

Many NZ businesses are working harder than ever but feeling financially tighter than before. Revenue may still be flowing, but margins are disappearing through rising wages, supplier increases, interest costs and operational leakage.

### We are still seeing:

- Businesses confusing activity with profitability
- Teams being flat out while cashflow remains under pressure
- Owners delaying pricing increases out of fear
- Why growth without structure creates stress, not success
- The danger of turnover vanity versus actual margin visibility
- Why weekly cashflow visibility matters more than monthly accounts right now

### Case study angle:

We see many business producing record sales but constantly juggling GST, supplier payments and payroll timing until pricing discipline and operational reporting changed everything.

### Current relevance:

NZ SMEs continue reporting falling confidence, rising operational costs and weaker margins despite staying busy. Read more [here](#).

**[The Engine's Business Warrant of Fitness Audit across the entire business will be the outside perspective your business would benefit from right now.](#)**

## AI WILL NOT SAVE A BROKEN BUSINESS

Everyone is talking about AI. But AI layered on top of poor systems, unclear leadership and operational inconsistency only accelerates dysfunction.

### Quite often we enter businesses and see:-

- Businesses rushing into AI without process discipline
- Staff fear versus practical implementation
- AI as a support tool, not a replacement for leadership
- Why human judgement still matters
- Compliance and privacy risks businesses are ignoring
- The businesses gaining advantage are the ones with operational clarity first

### Case study angle:

A business investing heavily in automation while basic reporting, workflow ownership and customer response systems were still fragmented.

### Current relevance:

NZ businesses are increasing AI investment rapidly, while concerns around compliance, privacy and implementation gaps continue growing. Read more [here](#). **[The Engine's Entrepreneur Success coaching programme is co-funded. Your business will thrive with outside expertise.](#)**

## YOUR TEAM CAN FEEL CULTURE BEFORE YOU CAN MEASURE IT

Many businesses think culture is values on a wall. In reality, culture shows up in tolerated behaviour, communication standards, accountability and leadership consistency.

### When working with businesses we ask/look at:

- Why toxic behaviour often starts subtly
- The cost of inconsistent leadership
- Performance issues being ignored because "they get results"
- Staff disengagement before resignations happen
- The hidden operational cost of poor culture
- Culture as a profitability issue, not a HR issue

### Case study angle:

A business with strong external branding but internal inconsistency causing staff turnover, tension and leadership fatigue.

### Current relevance:

Retention, leadership clarity and workforce engagement remain major concerns for NZ SMEs heading into economic recovery pressure.



A business came to us struggling with growing tension between leadership and staff (this is the usual issue we see). Communication had become transactional, frustrations were building beneath the surface, and while the business appeared functional externally, internally people no longer felt connected, heard or aligned. Productivity was being impacted, silos were forming and leadership could sense morale shifting but did not know how to safely open the conversation.

Through **[The Engine's Culture & Emotional Wellness workshops](#)**, we created a structured environment where every voice could come to the table. Using interactive facilitated conversations and proven emotional culture tools, the team began identifying not just operational frustrations, but the emotional disconnects driving behaviour, communication and engagement. What emerged was clarity, empathy and accountability. Leadership gained deeper insight into the team experience, staff felt genuinely heard, and the business began rebuilding trust, alignment and culture from the inside out.

At The Engine, we believe culture is not built through posters on a wall. It is built through courageous conversations, emotional connection and creating environments where people feel psychologically safe to contribute. Our workshops are highly interactive and designed to bring the voices of all to the table, helping businesses strengthen culture, improve communication, increase engagement and create more connected teams that perform better together. Because when people feel heard, businesses grow stronger. Call us today to discuss how The Engine can facilitate culture and emotional wellness workshops within your business and help your team build stronger connection, healthier communication and a culture people genuinely want to be part of. **© The Engine Limited**

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**FUEL PRESSURE IS REAL. LEADERSHIP MATTERS MORE.**

Business advisory and support for growth focused business owners

## Fuel Pressure is Real. Leadership Matters More.

Apr 21, 2026 | Newsletter

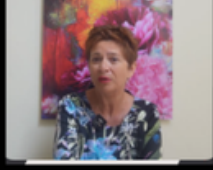
Fuel Pressure is Real. Leadership Matters More. The hidden cost of the Fuel Crisis (and what smart businesses are doing with our help.) Knowledge is Power | Navigating Pressure with Perspective Right now, more than ever, businesses are feeling the flow-on effects of...

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**WHY OUTSIDE INFLUENCE CHANGES EVERYTHING**

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## Why Outside Influence Changes Everything

Mar 24, 2026 | Newsletter

Why Outside Influence Changes Everything Can you afford to lose what you have built? When your business starts slipping — it's already further gone than you think Why firefighting is costing you more than you can see. Right now across New Zealand, we are seeing a very...

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**BEST INTENTIONS WITHOUT ACCOUNTABILITY**

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## Best intentions without accountability

Feb 20, 2026 | Newsletter

Best intentions without accountability = ZERO OUTPUT We kick off this newsletter discussing why strategy without structure is costing businesses more than they realise. Across the last quarter of last year, business commentary in the NZ Herald, RNZ and Stuff has...

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**CHANGE STARTS WITH YOU**



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## Change Starts with You

Sep 22, 2025 | Newsletter

Change starts with YOU: Why business owners must commit to True Transformation Every business owner we meet has, at some point, said the words "I want things to change." Maybe it's about growing sales, building a stronger team, creating more balance, or adapting to...

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**STRONG FINISH TO 2026. STRONGER START TO 2027.**



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## Strong finish to 2026. Stronger start to 2027.

Aug 18, 2025 | Newsletter

Strong finish to 2026. Stronger start to 2027. Navigating the critical months ahead - to not take action will leave your business on the hamster wheel Last month's newsletter sparked plenty of conversations, calls and action around The Engine's Business Warrant of...

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**IS YOUR BUSINESS REALLY FIT FOR THE ROAD AHEAD? WOULD YOU PASS A BUSINESS WARRANT OF FITNESS?**



Business advisory and support for growth focused business owners

## Is your business really fit for the road ahead?

Jul 18, 2025 | Newsletter

Is your business really fit for the road ahead? Would you pass a business warrant of fitness? With many companies falling over and equally many more barely with a pulse, having a business warrant of fitness completed by The Engine Limited could not be more relevant...

[READ MORE](#)

Click on the read more for each newsletter below. All newsletters are [here](#).



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**WHAT'S MY ENDGAME? THE ONE QUESTION BUSINESS OWNERS OFTEN FORGET TO ASK WHEN STARTING OUT**



Business advisory and support for growth focused business owners

## What's my endgame? The one question business owners often forget to ask when starting out

Jun 18, 2025 | Newsletter

What's my endgame? The one question business owners often forget to ask when starting out When you start a business, it's usually about the idea, the opportunity, or simply the urgency of needing to make a living. You jump in, energised by possibility, fuelled by...

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**STRUCTURE. CLARITY. A SOLID PLAN... AND SOMEONE TO HOLD YOU TO IT.**



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## Structure. Clarity. A Solid Plan... and Someone to hold you to it.

May 14, 2025 | Newsletter

Structure. Clarity. A Solid Plan... and Someone to hold you to it. In business, drifting is dangerous. Without a clear structure, focused direction, and someone to challenge the status quo, even the most promising ventures can lose momentum. As seasoned business...

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**TURNING MOTION INTO MOMENTUM**



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## This Was Meant to Reach You: Turning Motion into Momentum

Jan 16, 2025 | Newsletter

This Was Meant to Reach You: Turning Motion into Momentum The Mountain is You: Plan, Pivot, and Prosper in 2025 Are you busy in the trenches, or are you moving your business forward? There's a difference, and it's one I see too often in businesses stuck in a cycle of...

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