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YOUR INNER CIRCLE
**WHY THE RIGHT
PEOPLE CAN MAKE
OR BREAK YOUR
BUSINESS**

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Introduction

No one builds a successful business alone. The myth of the lone genius is just that – a myth. Behind every successful entrepreneur, leader, or small business owner is an inner circle of people who provide guidance, support, accountability, and encouragement.

Having the right people around you doesn't just accelerate success – it also acts as insurance against failure. With a strong inner circle, you're less likely to make costly mistakes or fall into financial stress. And if challenges do arise, the right advisors and supporters can mean the difference between recovery and collapse.

This eGuide will help you identify why your inner circle matters, who should be in it, and how to build one that keeps you inspired, accountable, and financially resilient.

Chapter 1: Me, Myself, and I

Many business owners fall into the trap of trying to do everything themselves. It feels natural – after all, you know your business better than anyone else, and sometimes it's hard to trust others with critical tasks. But operating in “solo mode” comes at a cost.

The Hidden Costs of Going It Alone

1. Burnout – Long hours and endless responsibilities eventually take a toll on your health and relationships.
2. Decision fatigue – When you're the only decision-maker, even small choices start to feel overwhelming.
3. Isolation – Without trusted sounding boards, you end up making decisions in a vacuum, missing out on fresh ideas or better strategies.

Even the best time management tools won't fix this if you're still the only one doing the work. A calendar can't negotiate with creditors, and a to-do list won't provide emotional support when things get tough.

Case Study: The Overloaded Operator

John, a sole trader electrician, prided himself on handling everything – quoting, scheduling, bookkeeping, and client work. For years he worked 70-hour weeks, convincing himself that controlling everything meant running a tight ship. But when cash flow tightened and the ATO began chasing unpaid BAS, John realised he had no one to lean on. By the time he sought help, the stress had affected both his health and his business reputation.

Practical Guidance: Shifting from “I” to “We”

- Delegate the easy wins first.
- Seek an accountability partner.
- Test with small trust steps.
- Reframe your role from “engine room” to “captain.”
- Invest in relationships with advisors and peers.

Takeaway.
Success is rarely a solo act. While your business might be your responsibility, you don't need to carry it alone.



Chapter 2: It's Not All or Nothing

When people hear “build an inner circle,” they often imagine needing a large staff or formal board of directors. That’s not the case. An inner circle isn’t about numbers – it’s about quality.

You don’t need ten people in your corner; sometimes two or three trusted individuals can transform your decision-making and your stress levels. The key is to choose wisely and deliberately.

Why Less Can Be More

- **Focus on gaps, not titles.** You don’t need every type of advisor – just those who complement your weaknesses.
- **Keep it lean.** Too many voices can confuse you. A small, committed team provides clarity, not clutter.
- **Balance optimism with reality.** Include both supporters who cheer you on and challengers who keep you grounded.

Case Study: The Startup Duo

Two friends launched a digital marketing business. They had plenty of energy and ideas but struggled with managing cash flow and contracts. Instead of hiring a large team, they built a small circle: one experienced accountant and one trusted lawyer. Those two advisors helped them avoid tax issues, set up proper contracts, and grow sustainably.

Practical Guidance: Building Smart, Not Big

- Start **with one or two key advisors** (accountant, mentor, or business coach).
- Add specialists only when you hit a gap you can't manage (finance, law, HR, etc.).
- Meet regularly, not just when there's a crisis. Relationships built over time pay off under pressure.

Takeaway.
Building an inner circle isn't about creating a crowd. It's about surrounding yourself with the right people, even if that's just a handful.



Chapter 3: Who's Who in Your Inner Circle

Not all advisors are created equal. To build resilience, you need a balance of roles in your circle. Here are the most valuable types of people to have around you:

The Trusted Advisor

- Brings wisdom from experience.
- Has “been there, done that” in business or life.
- Helps you avoid rookie mistakes.

The Facilitator

- Knows people and opens doors.
- Introduces you to opportunities and networks you wouldn't reach on your own.
- Can fast-track partnerships and growth.

The Monitor

- Holds you accountable.
- Tells you the truth without sugar-coating.
- Helps you stay focused and honest with yourself.

The Champion

- Believes in you and your vision.
- Advocates for you even when you're not present.
- Boosts your confidence when you doubt yourself.

The Critical Thinker

- Challenges your assumptions.
- Brings alternative perspectives.
- Prevents groupthink by asking the hard questions.

The Re-energiser

- Inspires you when motivation runs low.
- Pushes you to set new goals.
- Keeps your energy up when the day-to-day grind drags you down.

Case Study: The Balanced Circle

A small transport business owner had always relied on his accountant for advice. But as debts piled up, he realised he needed more. He built a circle that included a finance broker (for funding options), an insolvency advisor (for debt strategy), and a mentor (for accountability). Within a year, the business had stabilised, and the owner finally felt supported rather than alone.

Takeaway.
A healthy inner circle is diverse.
Surround yourself with a mix of
wisdom, accountability, challenge,
and encouragement.



Chapter 4: Building Your Inner Circle

Knowing you need an inner circle is one thing. Building it is another. Here's how to get started:

Step 1: Identify Your Gaps

Be honest. Where are you weakest? Finance? People management? Marketing? Choose advisors who strengthen your blind spots.

Step 2: Choose for Trust, Not Just Talent

Plenty of professionals are skilled. Fewer are genuinely trustworthy. Look for integrity, not just flashy results.

Step 3: Balance Personalities

An echo chamber won't help you. Include both encouragers and challengers in your circle.

Step 4: Keep It Lean

Start small – two or three people is enough to make a difference. You can grow the circle later as your needs expand.

Step 5: Review and Refresh

Your inner circle will evolve as your business does. Don't be afraid to change members when circumstances shift.

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Tip: If you don't have anyone yet, start with one trusted person. Sometimes even a regular coffee with someone outside your business can shift your thinking.

Case Study: The Cafe Owner's Recovery

After struggling with supplier debts, a regional cafe owner realised she had been making every decision alone. She began meeting monthly with her accountant, a local business mentor, and her insolvency advisor. That small circle helped her renegotiate with creditors, improve her cash flow, and rebuild her confidence.

Takeaway.
Building an inner circle is a deliberate act. Don't wait until crisis hits — start small now, and grow it as you go.

Conclusion

Your inner circle is one of the most powerful assets you'll ever build. The right people around you keep you grounded, motivated, and accountable. They help you spot opportunities, avoid costly mistakes, and protect your business when times get tough.

Without an inner circle, you risk burnout, isolation, and poor decisions. With one, you gain resilience, confidence, and clarity.

Whether you're building a business from scratch, navigating growth, or dealing with financial stress, your circle matters. Choose wisely, invest in those relationships, and review them often.

Final Thought: Success in business is rarely a solo act. The right inner circle can help you stay out of financial trouble – and if you do hit hard times, they're the ones who will help you through it.



About Resolvency & Resolve Business Solutions

At Resolvency and Resolve Business Solutions, we specialise in helping business owners in financial distress.

We are not liquidators or trustees – we work for you. With more than 35 years of experience, we've guided countless owners through restructuring, turnaround, and recovery.

You don't need to face this alone. Help is only a conversation away.

To learn more, visit:

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