

# Winning was a mission possible

**Olga Galacho**

LADY luck isn't getting a look in for one of the four Victorian businesses competing in the national 2006 Telstra Business of the Year contest on Saturday.

The Coaching Institute founder Sharon Pearson told *Business Owner* yesterday that while becoming a state finalist had "blown her away", she had left little to chance since deciding to enter the competition.

"We played to win from the outset," said Ms Pearson, who regularly appears on Ten Network's *9am with David and Kim* program.

Ms Pearson and her team won the Australian Government Micro Business category in the Victorian Telstra business awards last month.

"We all got together as a team and brainstormed to come up with a formula for winning," she said.

"We asked ourselves what would the winning company look like, what would it be doing and how would you know it was doing what it said it was doing."

"We took our company motto, 'Constant and Never-ending Improve-

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ment' and accelerated it through the roof, spending six months focused on becoming a winning business."

Ms Pearson said her business philosophy included aiming to do the impossible.

"When people say that is too hard, I say, 'It's too hard at the moment, but give me time and I will do it.'"

Other state organisations vying for national titles at the weekend are Victorian Business of the Year, Safetech, Clyne Foods and water management business AWMA.

Among interstate finalists the Victorian businesses will be judged against are a breast surgery clinic, salary packaging provider, mobile vaccination service, contract winemaker and even a regional airline.

Formerly known as the Telstra Small Business of the Year Awards, the telco this year dropped the "small" from the title.

"Telstra identified that customers do not want to be perceived as small businesses," it said in a statement.

This year a new category recognising innovation has been introduced.

The event will be held at Sydney's The Westin on Saturday.



**Pep talk:** Sharon Pearson of the Coaching Institute, a finalist in the 2006 Telstra Business of the Year.