



Adelaide Advertiser
Tuesday 13/3/2007
Page: 42
Section: Business Journal
Region: Adelaide Circulation: 190,824
Type: Capital City Daily
Size: 88.56 sq.cms.
Published: MTWTFS-

Brief: IMPRESSMDA

Knowledge Plus
Book Launch PR

Skills drought limiting potential



Ly Lim

RUSSELL EMMERSON

THE shortage of small business management skills is limiting business potential, an Adelaide-based IT and education company has warned.

The demands of contemporary business leaves too little time for business owners to develop essential management skills, Knowledge Plus director Ly Lim said.

"Often they lack time and energy because of competing demands," she said. "You need to run your business to achieve your (own) goals, meet your customers' needs

and satisfy your employees' expectations. It is a balancing act that takes a lot of commitment, energy and skill."

Ms Lim will launch the company's Small Business Leverage Program at the American Chamber of Commerce's business event at the Adelaide Hilton this afternoon.

The Leverage program was developed with funding from the Federal Government's Building Entrepreneurship in Small Business Program.

Ms Lim will also launch her book, *Small Pebble, Big Ripple*, at the event.