

Synergy EPP Delivery Team

Brian O'Kane: *Strategy Development*



Brian O'Kane is founder and managing director of Oak Tree Press, Ireland's leading business book publisher. Brian has written (or co-written) over a dozen books, including key Irish business planning texts, and he has edited two of the world's largest circulation accounting magazines.

He writes and speaks regularly on small business planning and strategy. He is active on Twitter (@brianokane) and LinkedIn. Brian specialises in the identification and development of the most appropriate strategies for businesses at start-up and later to ensure continued and sustained growth, and is expert in current best practice in strategy, planning and operations. Brian lectures widely on business planning and strategy. Trained as a chartered accountant with Price Waterhouse Coopers, Brian has edited *Accountancy* and *Certified Accountant*, the professional member magazines of two of the world's largest accountancy bodies. He holds a B.Comm. degree from UCD and is currently finishing a Masters in Entrepreneurship by research at Waterford IT. Brian was co-opted as a member of the Small Firms Association's National Executive Council in February 2007 and was elected to the Council of Chartered Accountants Ireland in April 2007. Brian is a Fellow of the Institute of Chartered Accountants in Ireland and a member of the Marketing Institute of Ireland and the Institute of Management Consultants & Advisers. He is also a member of the British Association of Communicators in Business and MENSA.