

CREATE WITH HEART,  
**BUILD WITH A TEAM**



**KORUNA**  
A S S I S T

**EYE ON**  
**KOLTURE**

A portrait of Petra Novakova, a woman with long dark hair, smiling, wearing a black top and a gold necklace. She is holding a pair of glasses in her left hand. The background is white with a large, stylized purple and white graphic element behind the text.

# HOW IT ALL STARTED

Petra Novakova started life in a small town in the Czech Republic and always had a passion for adventure. Over the last decade, Petra has worked to challenge the status quo and prove that there is no such thing as impossible. Speaking only a few words of English, she always dreamed of exploring the world to prove to herself that she was capable of anything she put her mind to.

At the age of 18, she moved to the UK to learn English and secure herself an office job in the centre of London. Petra started to learn that the back office of any organization is the lifeblood of the business and without it most would fail. With this in mind, Petra worked to master all areas of administration and back-office support to understand what makes a business successful and why so many small businesses fail.

In February 2014, Petra moved to Australia to pursue her next adventure and challenged herself to master the accounting and advice industry after studying finance in London. In an age-old industry, she started to see that

most professional services organizations had inefficient back-office solutions and many fell into the trap of only being able to deliver transactional services as they didn't have the resources to provide more value to their customers.

Seeing the opportunity for businesses to do more for their clients, Petra developed her proprietary methodology 'Koruna Assist' which enabled her to work with a leading financial services franchise and allow them to scale their branch to number 1 rank in the country along with winning over 6 national awards and achieving over 400% growth over 3 years.

After proving her back office methodology, Petra decided to pursue her latest adventure to allow her to assist more businesses to remove their back-office bottlenecks, deliver more value to their clients and create more profitable enterprises that give business owners more time to do what they love.

*Petra Novakova*



# OUR CLIENTS

Koruna Assist specialises in working with professional services SMEs who believe there is always a way to grow, learn and scale your business. We all want one thing - more time - outsourcing is an efficient way to gain this time for what you love.

In today's busy world, every single entrepreneur can benefit from having someone who takes the heavy lifting off their shoulders, however, not everyone is willing to put enough effort into changing their status quo.

Human beings romanticize with the idea of falling in love with something grand. We love the thought of being a famous tech entrepreneur, far more than we love sitting in a dark room for years on end learning how to code. And having said that, Koruna Assist is here to help anyone ready to make the change, who is willing to commit and make a long term difference.





# THE KORUNA ASSIST CULTURE

Koruna Assist is built on relationships and connections we have on our clients and team. Our team is as essential to the success of our business as our clients are.

Our team consists of individuals in different backgrounds but we set aside our differences to help and build each other up. The Koruna Assist Culture cultivates a positive work culture that encourages work-life balance, new ideas, and strong friendship bonds amongst our team.







THE TEAM





Behind every successful Financial Advisor, we are the hidden gems, the ladies of Financial Planning.

The pretty and reliable, Financial Planning Assistants of Koruna Assist.







The Lending Generals consists of goal-driven individuals working on the same goal. Together as a team they make dreams their client's reality. The team that makes dream work by team work!



"The strength of the team is each individual member. The strength of each member is the team." Phil Jackson







Mortgage Royals is not a team, we are an Ohana without parents, Ohana means family and family means nobody gets left behind—or forgotten.



We are the creative warriors who wield the power of creativity to protect kingdoms from visual brand anomalies







Our mission is to keep the #KAFam happy, productive, and protected from any problems that may arise within the workforce.



Creating strategies to make new meaningful connections, and creating new opportunities. We eat lead generation strategies for breakfast!





# TESTIMONIALS



**Yanyan Lim-Ronquillo**

This company exceeds my expectation.

Great People! Great Workplace! I appreciate the time and effort it takes to make sure employees are happy and love.

I've finally found a place where I see my future.

D'best company ever!!! 🥰🥰🥰



**Mae Rose Tan**

The people working in KA are truly amazing. I can see their hearts and their passion for everything. Keep it up!



**Deze Maiy**

Being a part of KA is rewarding. It's a Great company to work with amazing people.

They give employees a chance to experience Work-life balance. I've always enjoy the amazing Virtual Fun Friday activities with special give aways.

I've also got the best team and Big Boss (Petra) to work with. 😊

#PROUDTOBELONG



**Max Dela Peña**

Have no experience working in the outsourcing industry, but P and the rest of the team made sure to teach me from scratch. Grateful for the trust, support, and fun people to work with!



**Mark Stephen Armenton**

It has always been a great choice working with KA. KA really promotes work-life balance and great compensation you can't imagine. The best part is you can spend your time with your family during Christmas and get paid at the same time. It has always been a privilege working with the awesome team. Encouraged my wife to be a member of the team as well. To Petra, can't thank you enough for making me part of your team. Looking forward to spending more years with KA.



**Rodjim Arriesgado**

KA has given me the opportunity to showcase my potential and create opportunities for me to grow and become a great finance professional.



**Kevin Smith**

Petra and her team are highly knowledgeable in helping you with offshore staff members. Her workaround process mapping is second to none and could be implemented for local teams as well. Her staff are warm and friendly and came to me highly recommended. I would in turn do the same



**Ronald Pratap**

Petra and her team have been a great addition to my business. Having my administration, document management and customer service handled by professionals allows me to not get bogged down and focus on new clients. This service is highly recommended for anyone looking to grow their business.



**Airsea Rona Estinor**

I am very happy to be an employee of Koruna Assist, I didn't regret for praying hard to become one. The support is exceptional. Though we are temporarily working from home, feels like we are right next to each other. In addition, the officers are always making sure everything is right and working well. Can't wait to see everyone in the team soon. Thank you so much P and to my KA Family!



**Jake Taylor**

I have engaged Petra to help take my business to the next level. Her ability to provide solutions and optimise my workflow has been fantastic. She is patient and very understanding and I can feel that she genuinely cares. You would be silly not to speak to Petra and the team at Koruna Assist. Would Recommend 10/10!!



**Sam Panetta**

Petra is a phenomenal leader and Koruna is the best outsourcing firm in the industry. The growth we have achieved in our business could not have been done without the team at Koruna. The staff are truly dedicated to our business vision and are integral to the day to day success in our operations. Highly recommended!



**Jovy Anciano**

I am very happy working with Koruna Assist. This company is indeed a great workplace. I am also thankful that I have an amazing workmates and P is very kind and approachable.



# HOW WE UNWIND



**Louella Heyrana**

For two months that I worked here I am so grateful that I was hired. Eventhough that I am just new in this company, I could say that they truly care about their employees. In terms of benefits, it's truly fantastic. The fun activity every Friday is such a nice thing for every employee, the job growth possibilities and a great work/life balance. Everyone is super helpful and supportive of one another. In terms of crediting the salary, it really amazed me as they do it in advance always. Hoping to spend more years to this company with more learnings, more fun and more skills to improve. Thank you KA.

**Fun Friday**

Fun Friday





**Dee Emnace**

KA has a fun-working environment with a perfect work schedule. Management is impressive, they make sure employees are well taken care of. An ideal company to settle with.

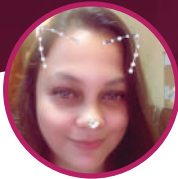
All the best, KA!

## Company Outings

# Company Outings



# Halloween Party

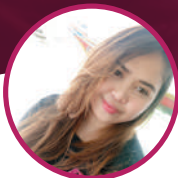


**Jane Cameron**

Koruna Assist is the best company any employee could ask for. Awesome benefits, work-life balance is 100% there, a team of amazing and fun individuals and a chill workplace. What I like most about working in KA is I feel trusted, heard, valued, appreciated and that my efforts don't go unnoticed and the fact that our job gives us the opportunity to have a positive impact on our clients' lives, it's very rewarding and meaningful. And Petra is simply amazing. She genuinely cares about us as a family. She knows everyone's names and background because she really takes the time to sit and have a conversation. ❤️







### Nova Demo

Most positive culture you'll ever experience!!!  
Been working for like half a year with KA now and i'm soooo grateful I was hired. P and the entire KA team are people full of positive outlook and very caring. The company truly cares about your career and how you want to grow. It is so nice to work on a team that makes a difference and has a good values. Oh the benefits? FANTASTIC is the word.



## Christmas Party

# Christmas Party





**Pia Alexandra  
Concordia**

Koruna Assist is an amazing company! I have never experienced this level of satisfaction in my 5 years as a VA. Great culture, great people, amazing management: these are what makes for a successful company and Koruna Assist definitely has all of these qualities. I know for sure I will be working for Koruna Assist for many years to come!

## Charity Events

Charity Events