

WHERE ARE YOU NOW?

WHERE ARE YOU GOING?

HOW WILL YOU GET THERE?

### DO YOU OWN A BUSINESS OR DO YOU OWN A JOB?

Most small business owners are experts at what they do. But running a small business is much more than “doing what you do”.

To be successful, you must identify your inefficiencies and opportunities in your current business model.

You must build, tweak, and tune your operation so that it can and will run without you.

The Business Performance Series helps you to “work on your business” not “just in your business.” It is an eight week consultation series which provides professional management consultation and professional assistance in setting up and refining your accounting process.

Each week we will work together on:

- ✓ defining your business
- ✓ installing and maintaining your accounting program
- ✓ designing “performance measurement” metrics
- ✓ building business value

For more information regarding the

**Business Performance Series**

Contact



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## Business Performance Series



Work On Your  
Business,  
Not In Your Business.





## PLAN YOUR FUTURE

### MODULES

#### Who Are You Now?

##### Week 1

- Define customers
- Define vendors
- Define competitors
- Define product lines
- Define historical sales

##### Week 2

- Study historical sales
- Profitable product lines
- ABC customers
- 1 and 5 year growth rate
- Marketing

##### Week 3

- Cost of Goods Sold
- Gross Profit
- Operating Exp
- Net Income
- Breakeven Analysis

#### Where Are You Going?

##### Week 4

- Sales Forecast
- Industry comparison
- Forecast gross profit
- Desired profit 1 & 5 years

##### Week 5

- Financial Statement Basics
  - Ratio analysis
    - Cash Flow
    - Gross Profit %
    - Debt Structure

#### How Will You Get There?

##### Week 6

- Introduction to Performance Measurement
- Define reports and timeline
  - What will be measured
  - How often

##### Week 7

- Building Value In Your Business
- Baseline Valuation
- Exit Strategy
- Your business operates without you!

##### Week 8

Where do you go from here?