







How to take control of your business in 20 days

PILLARS	PROBLEMS SOLVED	TOOLS
 10 DAYS		
PROFIT CONTROL	<p><i>What is my real profit?</i> <i>How has my real profit changed over time?</i> <i>How will my profit change in the future?</i></p>	Integrated P&L with financial and operational data and projections
 1 DAY		
CASH CONTROL	<p><i>When will I run out of cash and how can I avoid that?</i></p>	Cashflow projections
 3 DAYS		
PROFIT DRIVERS CONTROL	<p><i>Where is my profit coming from?</i> <i>What shall I sell? How should I set my price/cost to improve margins?</i></p>	Client/ service /product/project gross margin reports
 3 DAYS		
MARKET CONTROL	<p><i>Who is my target/profitable market?</i> <i>Where is my target/profitable market?</i></p>	Customer churn reports
 3 DAYS		
SALES CONTROL	<p><i>Am I targeting the right market?</i> <i>Where is my profit coming from?</i> <i>What shall I sell/how should I set my price/cost to improve margins?</i></p>	Pipeline reports
 ON-GOING		
MONTHLY/QUARTERLY/ANNUAL REVIEW	<p><i>How do I implement the tools?</i> <i>Am I going in the right direction every month?</i></p>	Operational Decision Meetings