







# How to take control of your business in 20 days

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