

# Maximising the value of YOUR business

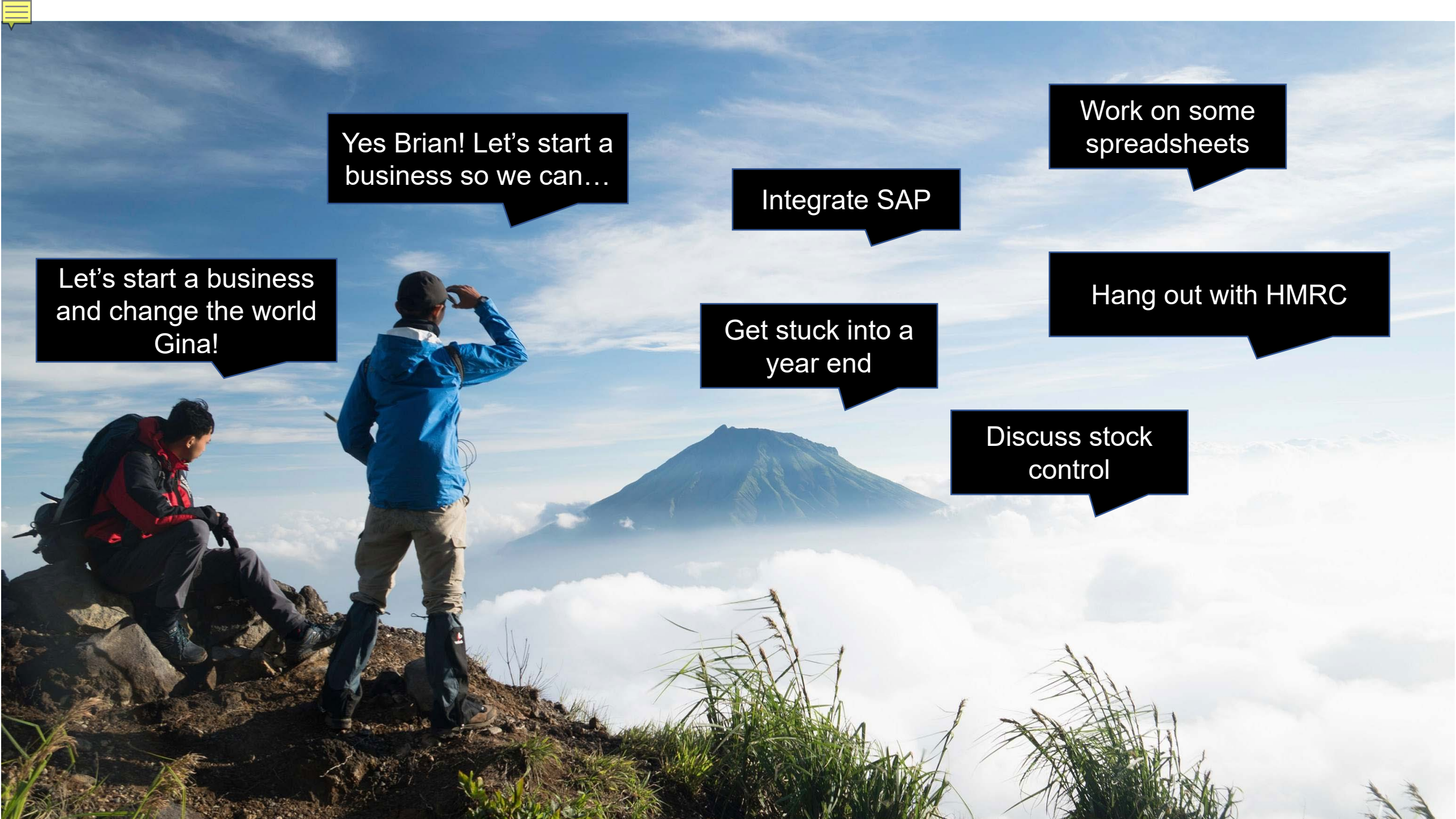
---

February 2022

**numbers**  
**that matter**  
*really*



“What do you want  
your business to  
do for you?”



Yes Brian! Let's start a business so we can...

Let's start a business and change the world Gina!

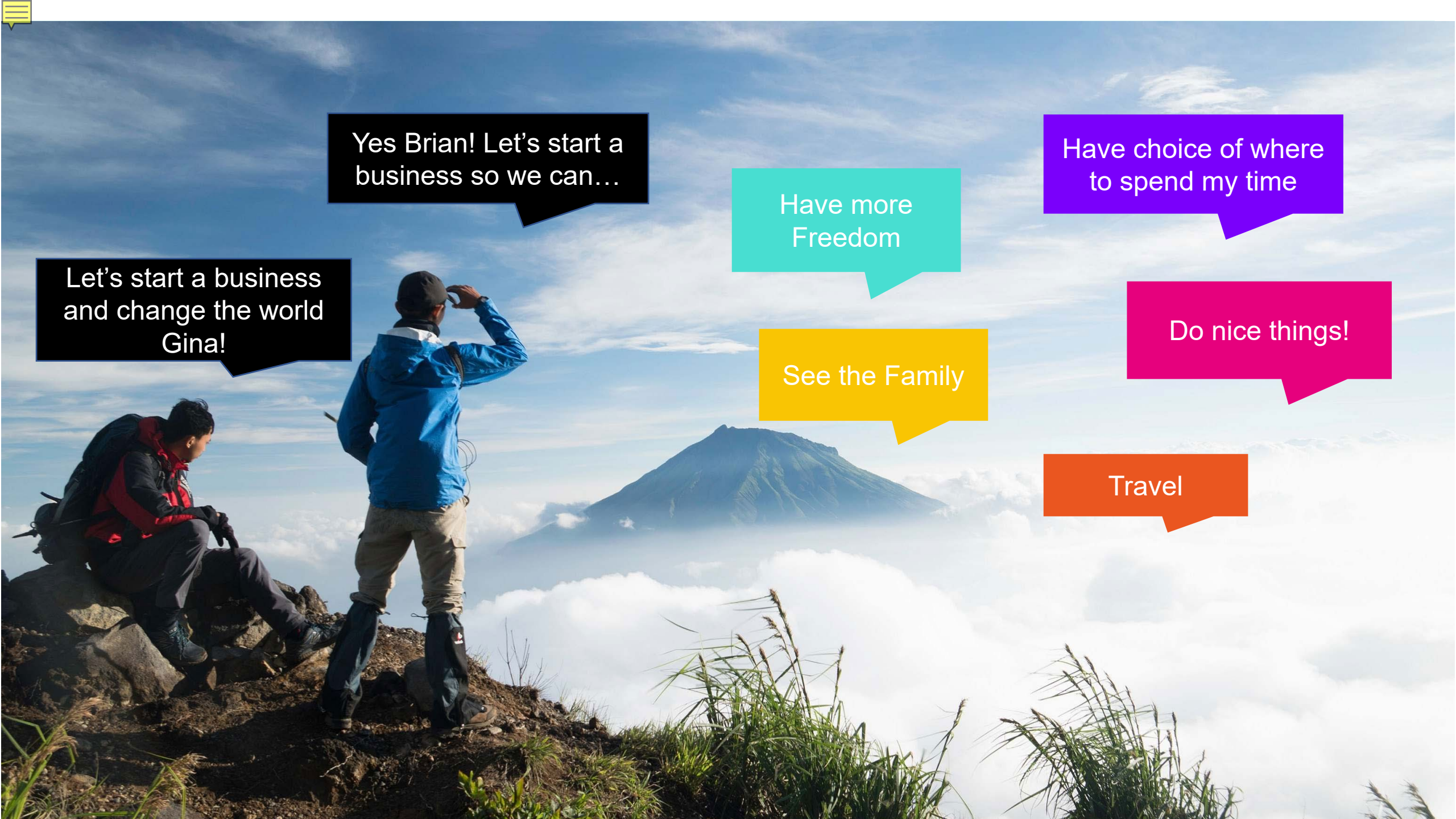
Integrate SAP

Work on some spreadsheets

Get stuck into a year end

Hang out with HMRC

Discuss stock control



Yes Brian! Let's start a business so we can...

Let's start a business and change the world Gina!

Have more Freedom

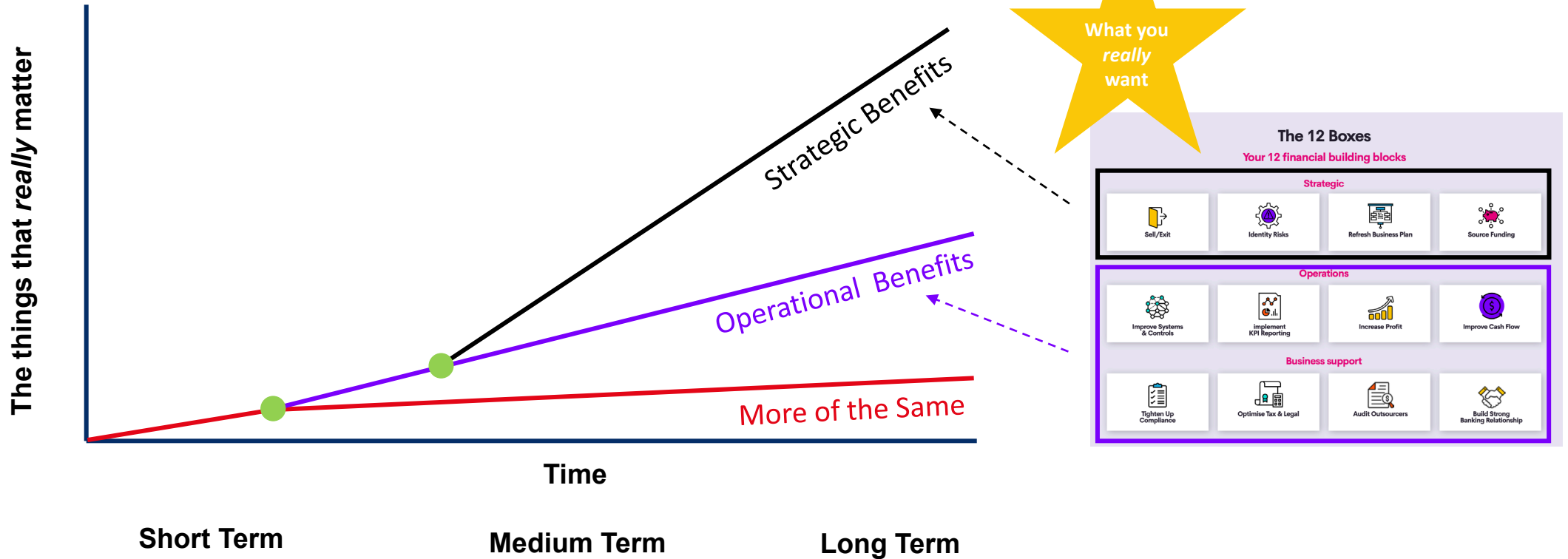
Have choice of where to spend my time

See the Family

Do nice things!

Travel

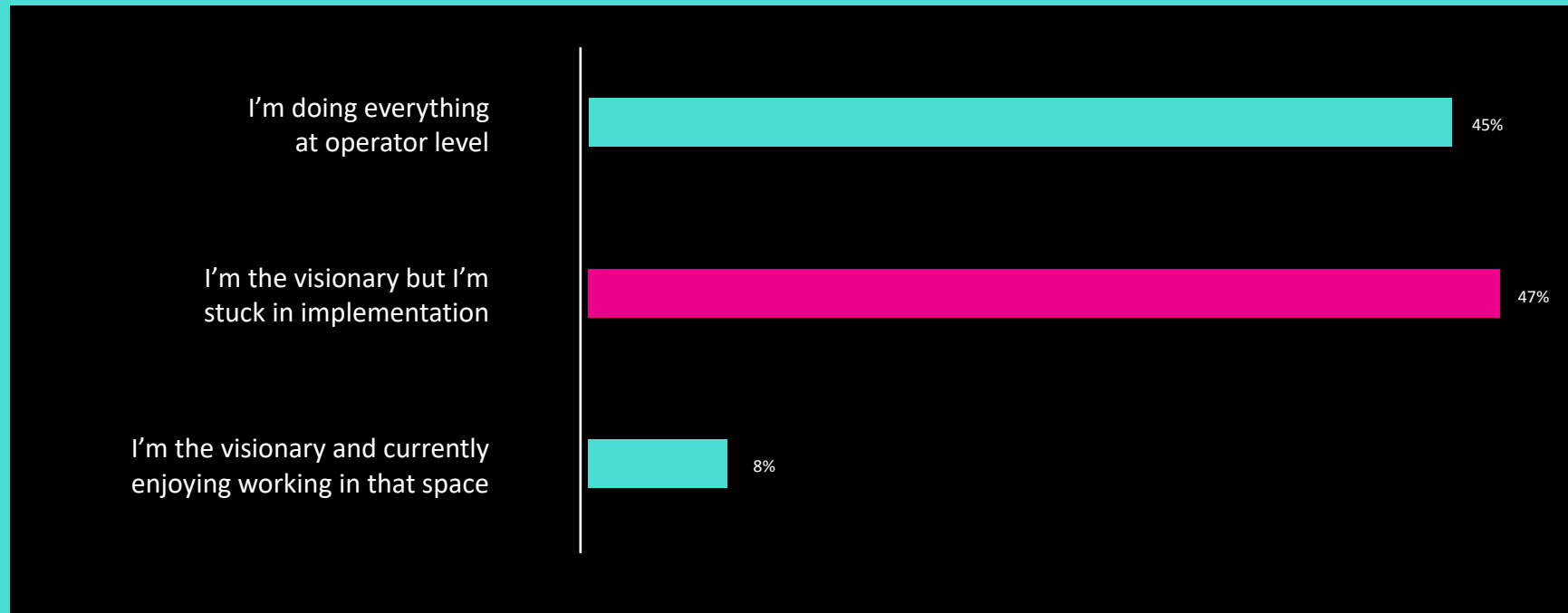
# Entrepreneur Journey



Workplans

# Poll: are you the visionary or operator?

Are you the visionary in your business doing the work you love or the operator stuck in the weeds?



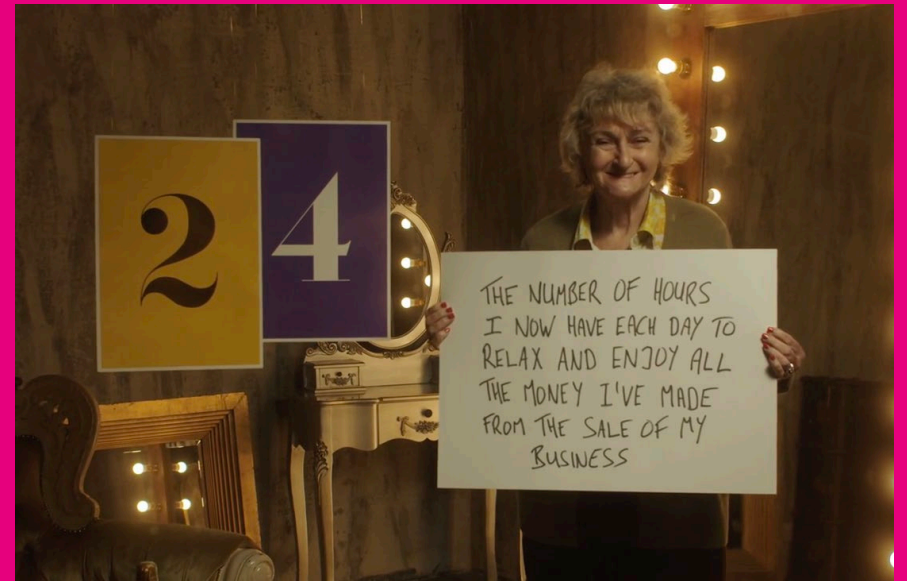
Results from over 150 business owners  
polled between June – November 2020

# I want my business to:

1. Increase profit
2. Improve operational efficiency
3. Increase its multiple
4. Prepare for exit

# So I get to:

- Retire and enjoy the fruits of my labours

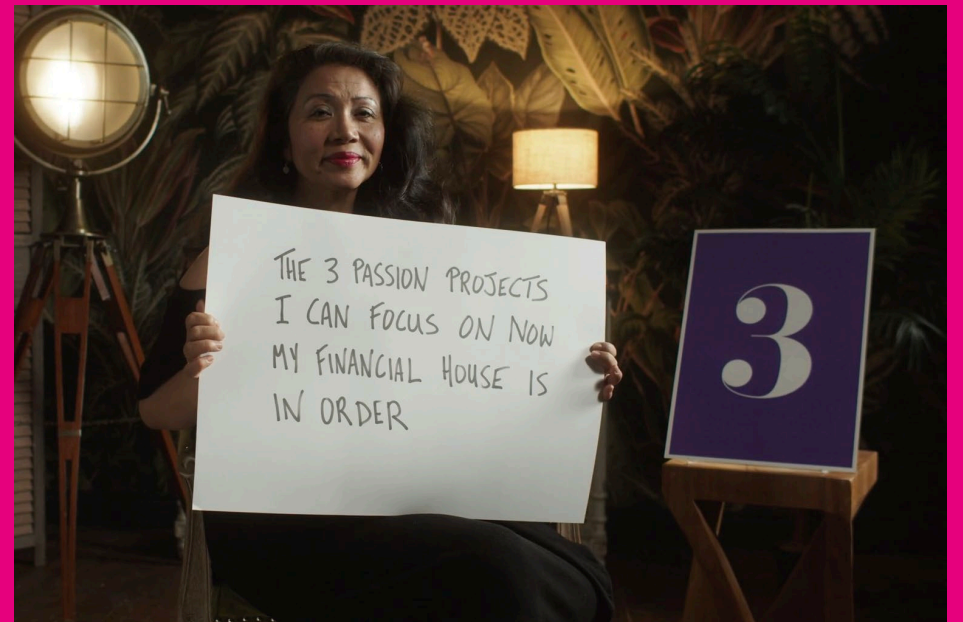


# I want my business to:

1. Have better control (of the numbers)
2. Predictably generate cash

# So I get to:

- Focus on my 3 passion projects



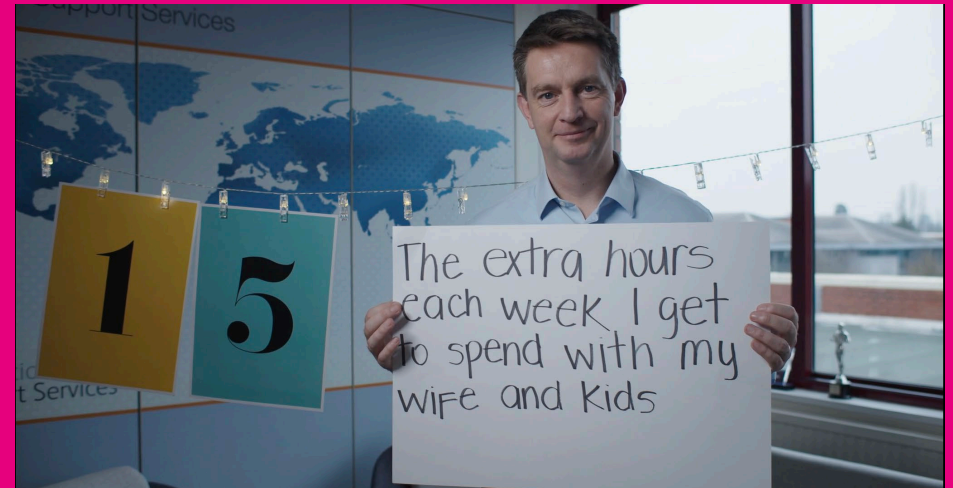


# I want my business to:

1. Improve cash flow
2. Increase profit
3. Be able to pay staff and suppliers on time

# So I get to:

- Spend my spare time with my family and kids



# I want my business to:

1. Have someone in charge of the finances (other than me!)

# So I get to:

- Have a more balanced and happy life



# Our Purpose & Our Promise

To define and deliver the numbers that *really* matter  
to our clients so that we all get to live the life we choose