

How To Achieve Success in Today's Economy

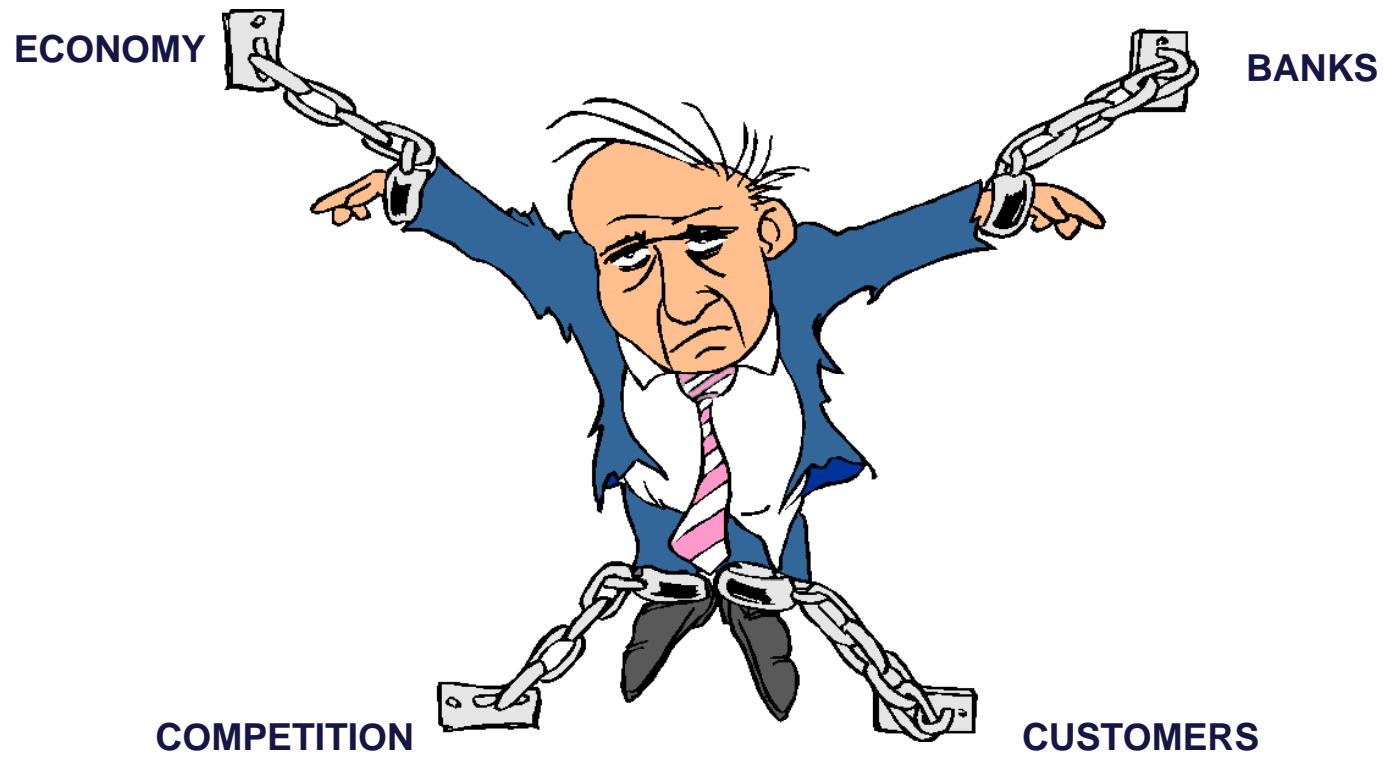
Presented by:

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Business Environment

- Unprecedented depth and speed of recession
- Significant revenue declines
- Difficulty in aligning costs with new revenue level
- Resulting cash flow challenges
- Over leveraged balance sheets
- Management solely focused on day-to-day problem solving



What is in your control?

Answer: None of the above

What Is In Your Control?

- 
- Strategy
 - Processes
 - People

- Products
- Marketing
- Actions

Business Recovery Program

- Manage Cash Flow
- Improve Your Profit
- Plan for Growth
- Fix Your Balance Sheet

Cash Flow Management

- Projection and Tracking
- Cash In
- Cash Out

Profit Improvement

- Rationally align cost structure to revenue
- Focus on higher margin products and services
- Focus on higher profit customers and market segments

Growth Planning

- Implement current customer retention and growth programs
- Identify new market opportunities
- Overhaul sales processes for the new economy
- Develop a written business plan

Balance Sheet

- Proactively work with your lending partner(s)
- Have a written recovery plan to present including financial projections
- Seek new capital if necessary

Summary

1. Focus on things in your control
2. Manage your cash aggressively
3. Restructure your balance sheet
4. Have a well thought-out business plan
5. Opportunities to grow are there – you have to find them