

MAXIMIZING PROFITABILITY ASSESSMENT

A Maximizing Profitability Assessment starts with an understanding of the goals of your company. What profit would you like to make? What growth would you like to achieve? How much cash does your business need to throw off? Are you planning on selling? If so, when and what are your goals from the sale?

The next step is to identify your constraint. What is limiting your ability to reach your goals? This is where we are different. We can help you to determine your leverage points. You may have had a cash flow or financial assessments done in the past, but where it fell short was helping you to determine HOW specifically to reach your goals. It may tell you that unless something changes, you can't retire in 5 years, but it does not tell you what to change and how to cause the change to meet your goals. A Maximizing Profitability Assessment does just that.

The assessment will help you to determine which products, services, or projects are contributing the most to reaching your goals. We will identify your policies, measures, and behaviors that are limiting your ability to exploit your constraint.

The remaining steps depend on: your goals, your situation, on the location of your constraint, the type of constraint, and the type of business you're in.

Location of Constraintà	INTERNAL		EXTERNAL	
Type of Constraintà	PHYSICAL	MANAGERIAL	PHYSICAL	MANAGERIAL
Type of Businessà	MANUFACTURING DISTRIBUTION PROJECT MANAGEMENT SERVICE			

Maximizing Profitability Assessment may include the assessments listed below:

Cash Assessments provide a 360° view of your business from the perspective of stakeholders. In this process, we define your cash to cash cycle time and your opportunities for earnings growth, cash flow generation, and at the same time identifying management requirements and key metrics to be monitored throughout the growth process.

Value Chain Assessments document the costs and benefits of alternative strategies and action plans on your success, taking into account their effect on both downstream customers and upstream suppliers/alliance partners. We deliver this assessment by analyzing YOUR data to determine if there is an opportunity to reduce supply chain inventory while simultaneously increasing availability.

Sales Assessments determine what shape your funnel or pipeline is in, identifying why deals are stuck and what needs to be fixed, whether the sales process, value proposition, sales team, or compensation model. Through analysis of your sales constraint, we can show you exactly what in your sales process is working and what's not.

Project Assessments assess the opportunity to improve project performance in terms of length, budget and scope. Is it possible to complete more projects? On-time? In budget? And if so, what would be the bottom-line results?

Strategic Assessments facilitate alignment of your goals and strategy with day-to-day objectives and decision making. In addition to evaluating investment criteria and compensation performance, we frequently assess clients' competitive environment, benchmarking their business against publicly-held competitors in their market sector.

© 2004 Dr. Lisa, Inc.

♦ 303.909.3343 phone ♦ 661.215.6843 fax ♦ www.ScienceofBusiness.com ♦ www.Dr-Lisa.com
 ♦ Info@ScienceofBusiness.com ♦ 3845 Forest Street, Denver CO 80207