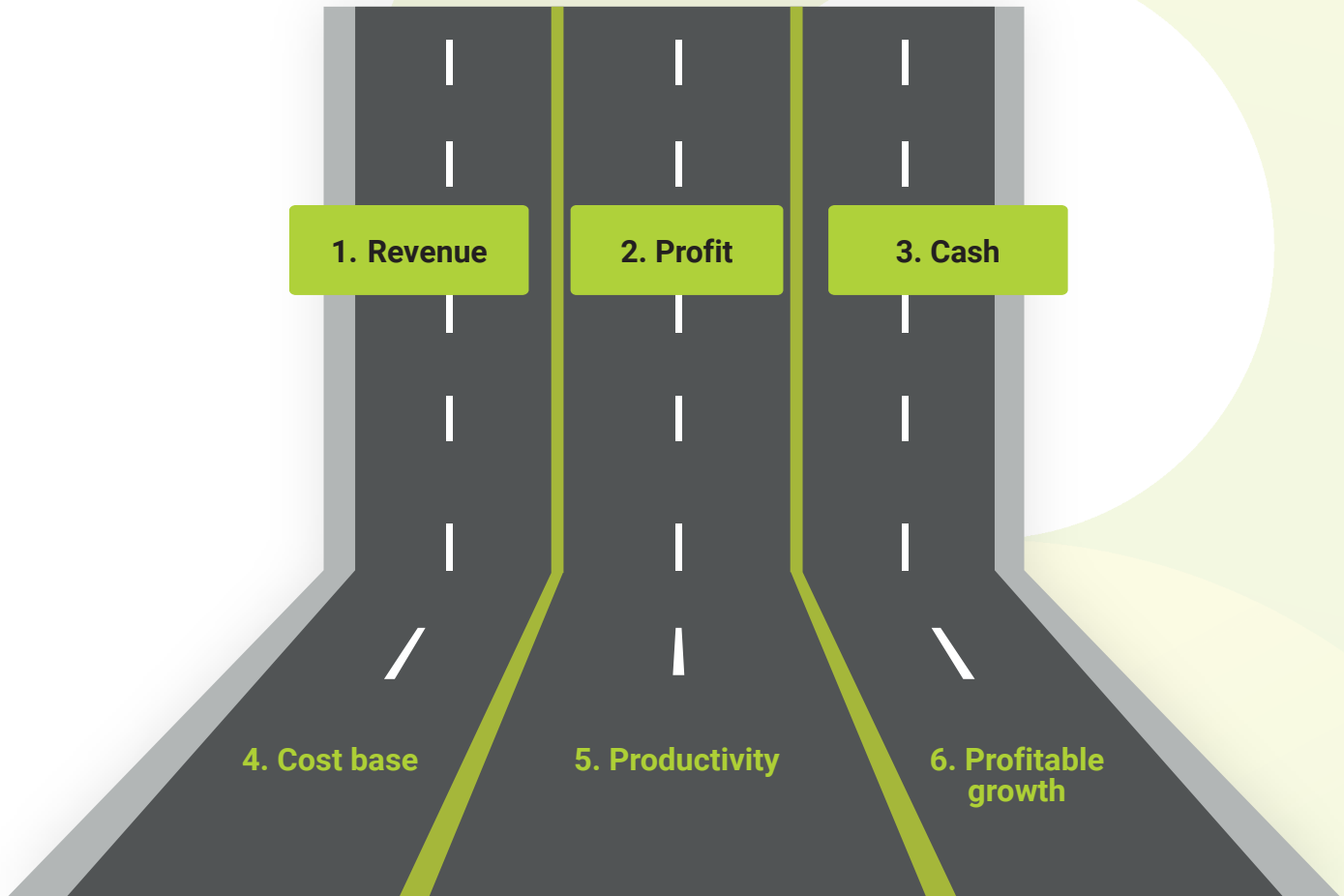


GROWTH LEVERS

Understanding the six business growth levers



STEP 1. Remember... Revenue is vanity. Profit is sanity. Cash is reality.

Question 1

What is your revenue in the current financial year? Where do you want to be from a revenue perspective in one, three and five years?

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Question 2

What is your profit in the current financial year? What profit metrics do you use; gross or net? What is your profit margin? Where do you want to be from a profit perspective in one, three and five years?

Question 3

What is your cash management strategy? What are your debtor days? What are your creditor days? How much cash do you have in the bank? How much do you owe and to whom?

STEP 2. Proactive leadership of the cost base

Question 4

What are your current overheads/costs? How do you break down your cost lines? What are the main expenditure items within your business?

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STEP 3. Top-line profitable revenue growth

Question 5

What strategies are you considering to drive revenue growth? What changes to your pricing model would positively impact this? What products or services are making the most/least contribution to revenue?

STEP 4. The productivity challenge

Question 6

What are you doing to ensure you get a return on the money you spend/invest? For every £ spent, what are you making in return? What is the lead/lag time for optimising and leveraging productivity gains from a new employee, new technology, or marketing campaign?
