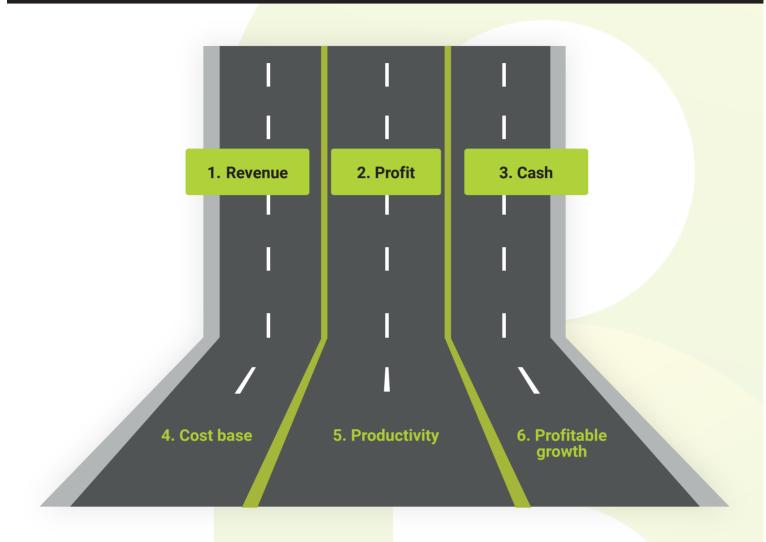
GROWTH LEVERS



Understanding the six business growth levers



STEP 1. Rememb<mark>er... Revenue is va</mark>nity. Profit is sanity. Cash is reality.

Question 1 What is your revenue in the one, three and five years?	current financial year? Where	e do you want to be from a revenue perspective in	

GROWTH LEVERS



Understanding the six business growth levers

Question 2	
What is your profit in the curren <mark>t financial year? What profit metri</mark> cs 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 d	ays? How much
ash do you have in the bank? How much do you owe and to whom?	
TEP 2. Proactive leadership of the cost base	
Duration 4	
Question 4	
What are your current overh <mark>eads/costs? How do you break</mark> down your cost lines? What are the	e main expenditure
tems within your business?	

GROWTH LEVERS



Understanding the six business growth levers

STEP 3. Top-line profitable revenue growth

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? TEP 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 naking in return? What is the lead/lag time for optimising and leveraging productivity gains from a new employee, new technology, or marketing campaign?	Question 5				
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lew technology, or marketing campaign?			ind leveraging pro	ductivity gains from	n a new employee,
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