

Ascent FD

Preparing for Growth



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Growing pains - common problems

VAT inspection due

*working capital
uncertainties*

large one off projects

non compliance

paying too much tax

margin erosion

*management team
not engaged*

high stress

*cost cutting and
restructuring*



"Think this is bad? You should see the inside of my head."

cash flow problems

no clear goals

*sales target incentives
not in line with budget*

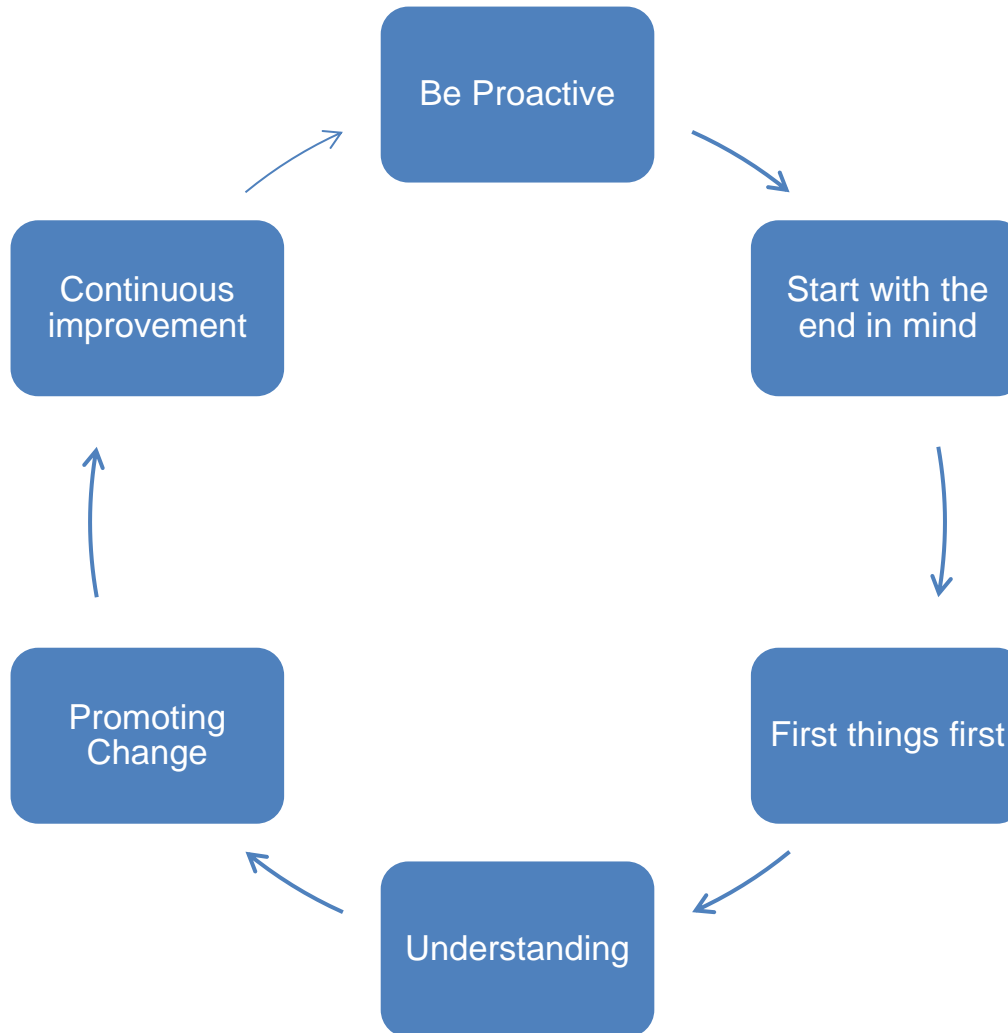
no forecasting

*only know your results
at the end of the year*

poor credit control

*not enough time to
focus on the financials*

6 habits of a highly successful business



Platform to support growth – case study company X



Company X platform – a bit more detail

Continuous improvement

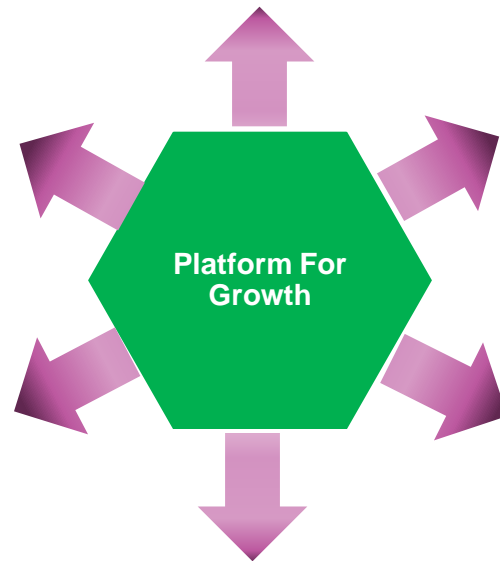
- Company or department
- Internal or external
- The extra 1%
- The multiplier effect

Understanding

- Quickly understand
- Issues and opportunities
- Experience to draw on
- Support and coach

Measurement and actions

- Cashflow forecast
- Management accounts
- Sales pipeline and margins
- Key performance indicators



Budget and strategy

- Budget and targets for the year
- Longer term plan
- Working smarter for growth
- Strategy one pager

Prioritise actions

- Working capital
- Profit improvement
- Business process
- Desktop review

Managing change

- Individual / department benefits
- Company value-add projects
- Acquisition / company structure
- Work plan / large project

Company X vs company Y



"Think this is bad? You should see the inside of my head."