Embed coordination across your entire organization:

1. **Product / Market Fit**
2. **Organization / Market Fit**
3. **Finance / Market Fit**

ALIGNMENT MAP

Either there's a **problem** you have but don't want, or a **result** you want but don't have

ALIGNMT

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FORWARD

We are ALIGNMT – a leading provider of business consulting, analysis and outsourcing services. We are experts in strategy, finance and operations and are passionate about helping our clients succeed. Our clients rely on ALIGNMT to assess risk, support financial, investment and marketing decisions to improve business performance, growth and profitability in their daily operations.

We have the opportunity to drive innovation, cultivate insights and build unique solutions for our clients. We take pride in our strengths and believe in cultivating an atmosphere that supports and values our greatest asset: talent.

ALIGNMT LLC is not a broker/dealer, Finra or SIPC member firm and does not, in any way, shape or form, engage in securities transactions...period. ALIGNMT complies in every way with the SEC's M&A Broker rules, which can be found here, when engaging in Mergers & Acquisitions related work.

CONTENTS

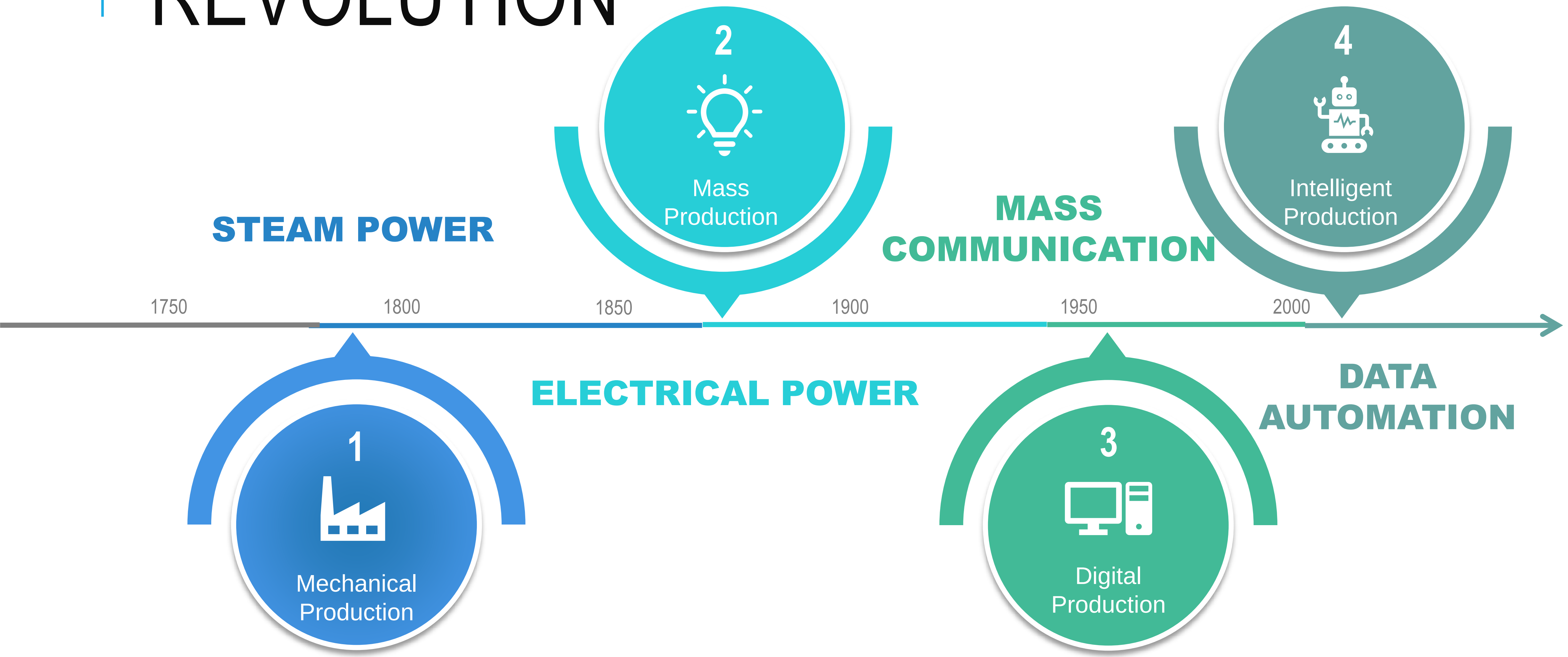
Your Company

Your company is important to you. It is equally important to us. You face unique challenges—challenges that require specialized experience, senior level attention, and proven judgment.

Our Expertise

ALIGNMT assists businesses achieve peak operational performance, maximize value and connect with the best M&A buyers when the time is right for strategic alternatives

THE FOURTH INDUSTRIAL REVOLUTION



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WHAT DO YOU WANT TO KNOW?

The only way to truly get to the root causes of all the outcomes of your activities: good and bad

What did you set out to do, and how close did you come to achieving it?

FACT

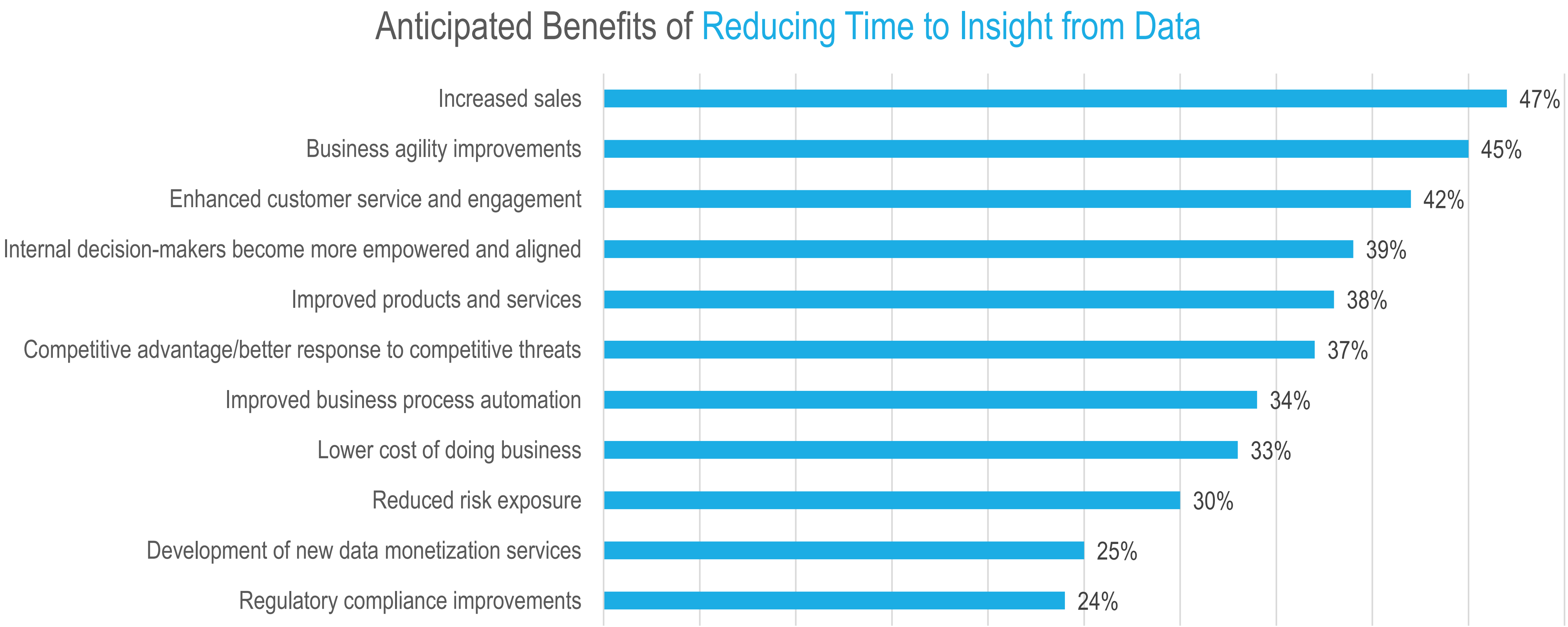
How do the results affect your available resources?

IMPACT

What is your action plan to improve future results of operations?

TAKEAWAY

HOW INFORMATION HELPS BUSINESS



Source: 451 Research Voice of the Enterprise, Data Platforms and Analytics, Data Platforms 2023

THE BIG IDEA IN 200 WORDS

Think for a moment what happens when you're short on critical resources:

You expose your business to excessive risks and inefficiencies. What happens?

Missed opportunities, wasted time, operating losses, morale issues and more.

And this is always bad news.

Because once your business is misaligned and off balance, getting back on course can be an elusive exercise in futility.

There are a lot of moving parts in every business: products and services, sales and marketing, goals and objectives, market presence, your organization chart, job descriptions and employees to name a few. This means there are a lot of opportunities to disconnect, which is why no business, large or small, can afford to make avoidable mistakes and leave success up to the largest variable in the equation: **chance**.

Now you have access to the one advantage that could straighten everything out for your business and employees—ALIGNMT. We have the opportunity to drive innovation, cultivate insights and build unique solutions for our client companies. We take pride in our strengths and believe in cultivating an atmosphere that supports and values our greatest asset: **experience**.

ALIGNMT is dedicated to the economic upside of helping every company operate efficiently every day in ALIGNMT

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YOUR PATH TO SUCCESS

- What will make you successful? How will you compete to get there?
- Is your vision clear to you? Is your message clear to others?
- Are you using a strategy to achieve your vision? How do you build your brand over time? How do you enhance and protect your brand?
- How can you leverage technology to help achieve your goals?
- Are you asking the right questions that will help your business become successful?

LOSS AVERSION

Do you prefer to avoid a possible loss by sticking to the status quo, rather than risk a possible gain by opting for change?

There will be winners and there will be the rest

TRANSFORMATION AND YOU

OPPORTUNITY

Adapting to change will likely result in a highly positive future

THREAT

Not adapting to change will likely result in an *unacceptably* negative future

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WHAT'S THE COMMON THREAD?

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BUSINESS LEADERS NOW EXPECT THE ALIGNMENT MAP EXPERIENCE

IT'S A CLEAR PATH FORWARD

ASSESS **UNCOVER** **INNOVATE** **MASTER** **MAXIMIZE**

WHAT'S AN ALIGNMENT MAP?

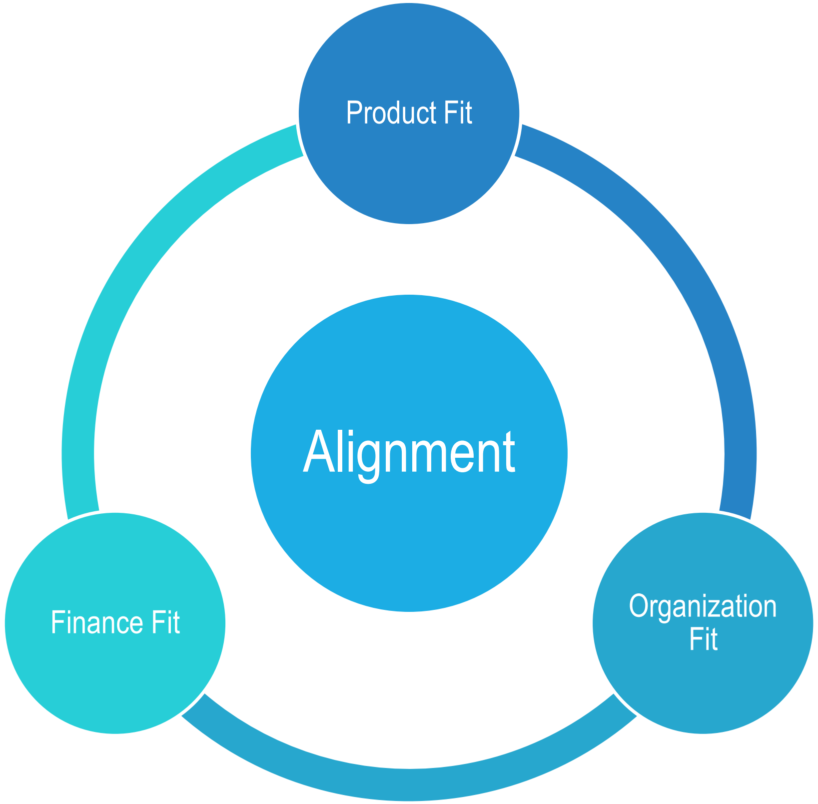
A PLAN TO TRANSFORM YOUR BUSINESS AND BUILD LASTING SHAREHOLDER VALUE IN EVERYTHING YOU DO

Insanity has been described as the impulse to keep doing the same thing over and over again in the hope of getting a different result

Innovation, in contrast, is applying a miniscule, ingenious twist to the exact same thing in order to achieve a better outcome

The true definition of creativity is knowing how to inject just the right amount of madness into a process so that you attain your goal

THIS IS THE PURPOSE OF YOUR ALIGNMENT MAP



HOW TO ACHIEVE ALIGNMENT

Accentuate the positive and eliminate the negative to achieve relevant business / market fit

PRODUCT / MARKET FIT

- Solve a Problem
- Relieve a Pain Point
- Clarify Customer Persona
- Collaborative Customer Loop
- Commitment to Innovation
- Sustainable Revenue Growth

Revenue

ORG / MARKET FIT

- Define Indispensable
- Identify Survival Crew
- Delineate Key Roles
- Leverage Outsourcing
- Propagate Positive Culture
- Learning Organization

Expenses

FINANCE / MARKET FIT

- Sound Product Economics
- Budgets & Forecasts
- Financial Planning & Analysis
- Firm Treasury Management
- Competitive Position Insight
- Quality of Earnings

Profits

START YOUR ALIGNMENT MAP WITH THE PROBLEM YOU SOLVE

Solve a Problem / Relieve a Pain Point

1) Demonstrate how impactful and interesting your work is
2) Emphasize who benefits from your solution
3) Have awareness of context and broader perspectives or trends
4) Have a willingness to be open, honest and vulnerable
5) Foster the ability to produce compelling content
6) Engage the ability to distribute content effectively

Alignment is achieved by building a memorable brand experience

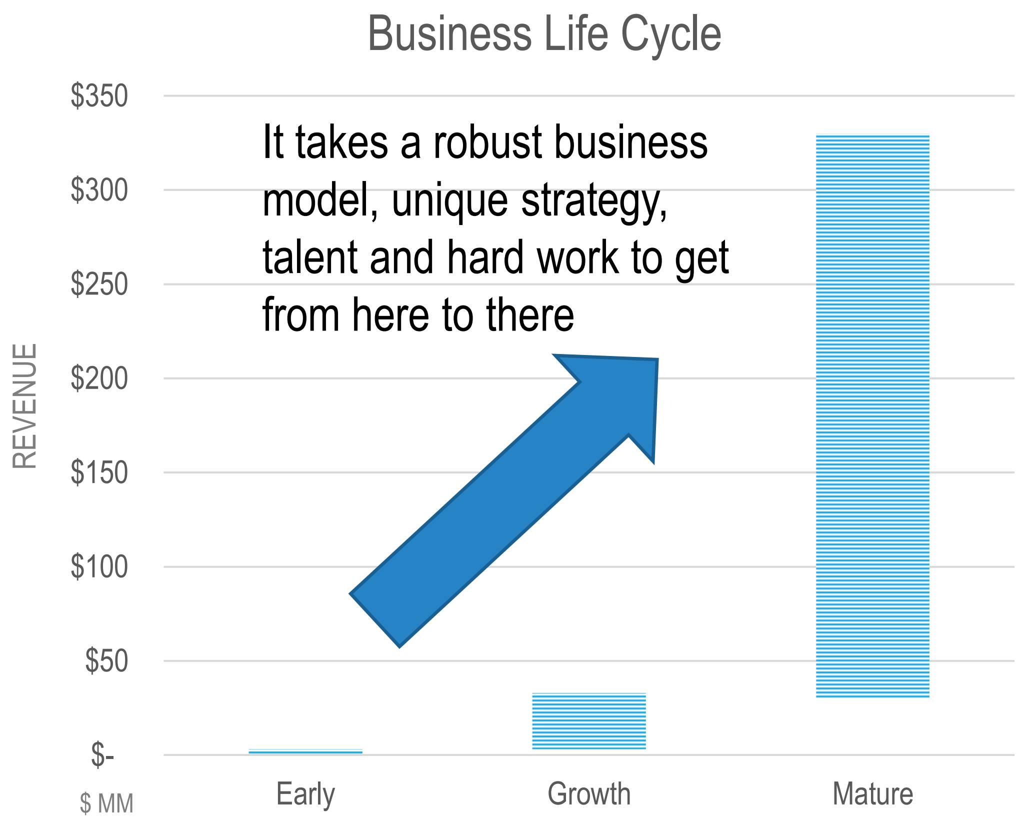
EMBRACE TRANSFORMATION

REGARDLESS OF WHERE YOUR BUSINESS IS ON ITS LIFE CYCLE JOURNEY, ALIGNMENT BUILDS VALUE

If you are eager to:

- Significantly boost results
- Transform your business
- Uncover innovative ways to improve what you do
- Replace outdated approaches to organizational activities

YOU ARE IN THE RIGHT PLACE!



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STRATEGY: ALIGN YOUR 3 PRIORITIES

CORPORATE

- The 'What'
- Long-Term View
- Brand Value

BUSINESS

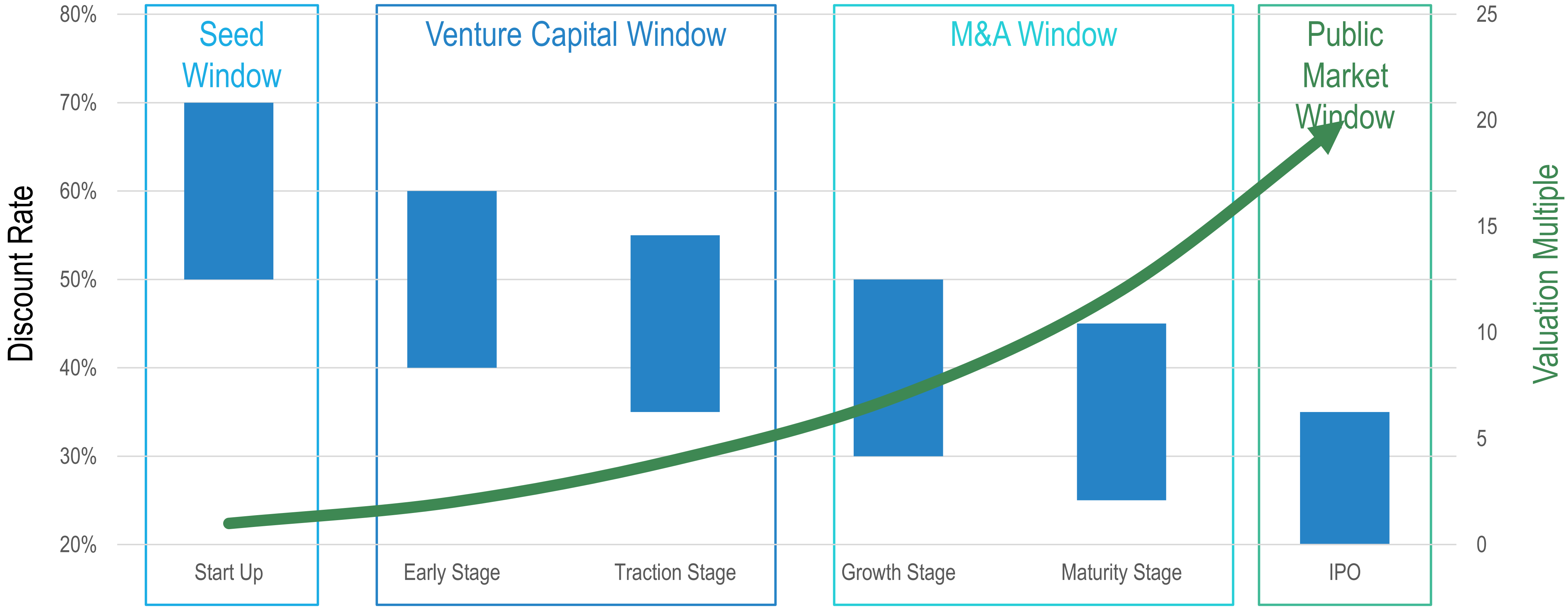
- The 'How'
- Annual View
- Product/Service Value

FUNCTIONAL

- The 'Do'
- Daily View
- Customer Value

RISK AND VALUE EVOLUTION

THE LONGER A BUSINESS SURVIVES AND THE MORE SUCCESS IT ACHIEVES MITIGATE AGAINST PERCEIVED FUTURE UNCERTAINTY AND RISK, BUILDING VALUE EVERY STEP OF THE WAY



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BUSINESS PLAN V. BUSINESS MODEL

Business Plan

- External, customer building coordinator–the "**What**"
- Product or service description
- Markets served
- Buyer personas
- Features, functions and benefits
- Channels of distribution

No Business Plan can succeed with a flawed Business Model

Business Model

- Internal, team building coordinator–the "**How**"
- You need to differentiate yourself from others in your industry and particularly from your direct competitors – too many imitators don't succeed
- Uncovering the "essence" of your business will make it easier for you to communicate what you are doing differently from others – how do you stand out?
- What is your competitive advantage? Are you thriving because of it?
- Future goals, perhaps to expand or sell the business – how will you convince others to join or be convinced by what you do?
- Articulation of your business model is central to all the above

WHY BOTHER?

EITHER THERE'S A PROBLEM YOU HAVE BUT DON'T WANT, OR A RESULT YOU WANT BUT DON'T HAVE

Why is it critical to plot out your business journey?

- If you don't know where you're going how are you going to get there?
- Remember, the Business Model is the "How"—knowing **what** you want to achieve is just the first step
- **How** are you going to do it? How every day, every activity, every step matters
- You need to differentiate yourself from competitors – imitators don't succeed
- Defining the "essence" of your business will make it easier for you to stand out
- What is your competitive advantage? Are you thriving because of it?
- How will you convince others to join you on their journey in pursuit of amazing business results?

Articulation of your unique business model is critical to your journey—no Business Plan can succeed with a flawed Business Model

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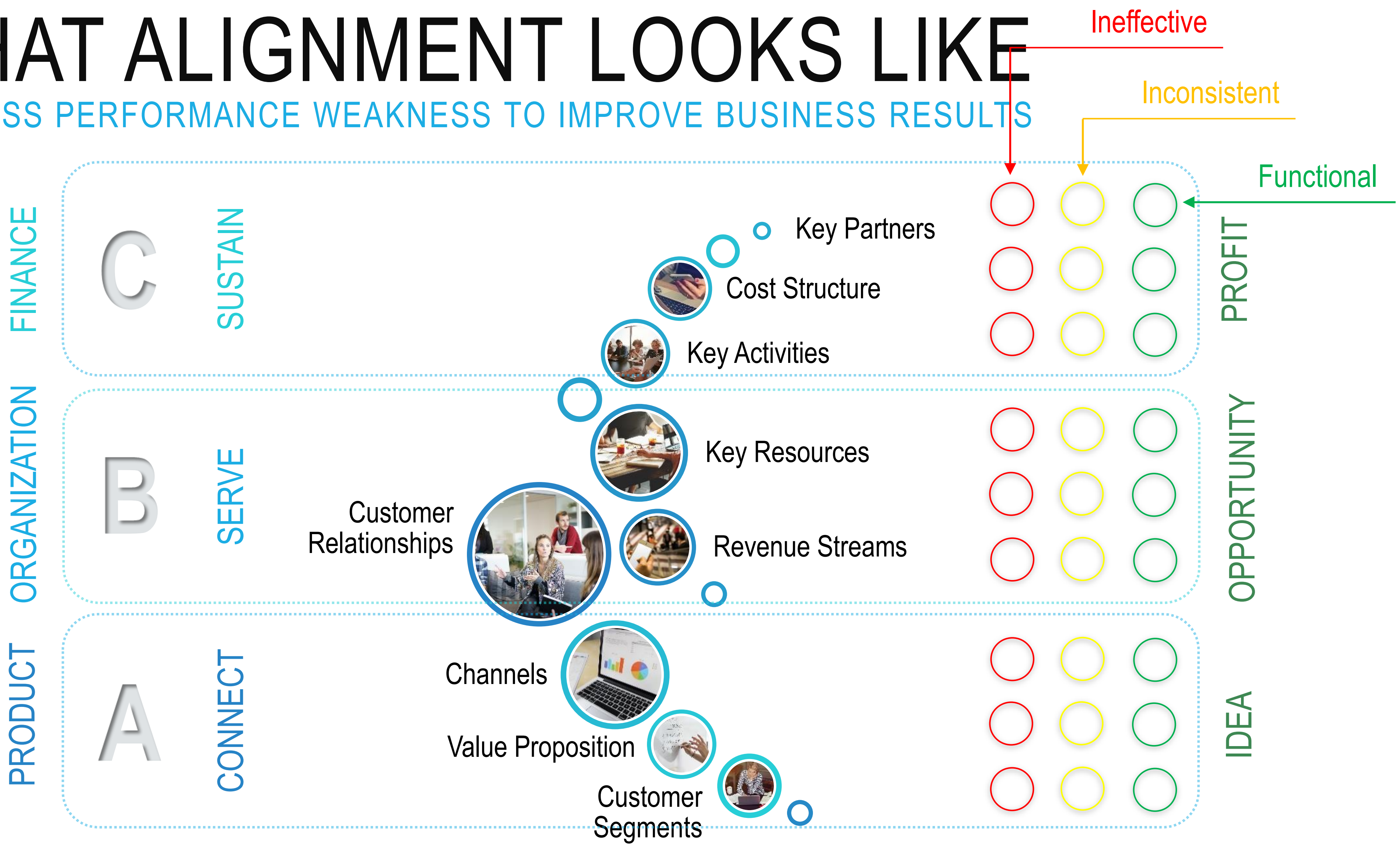
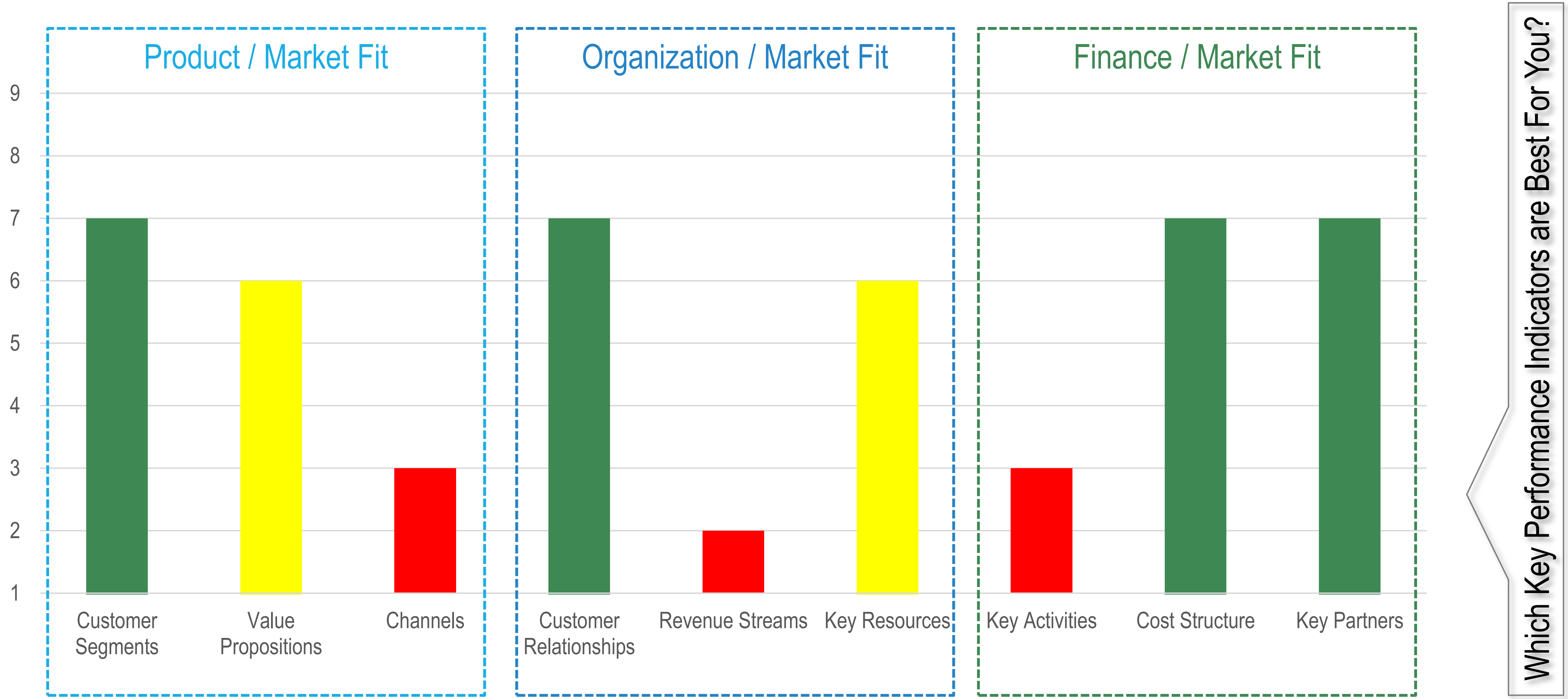
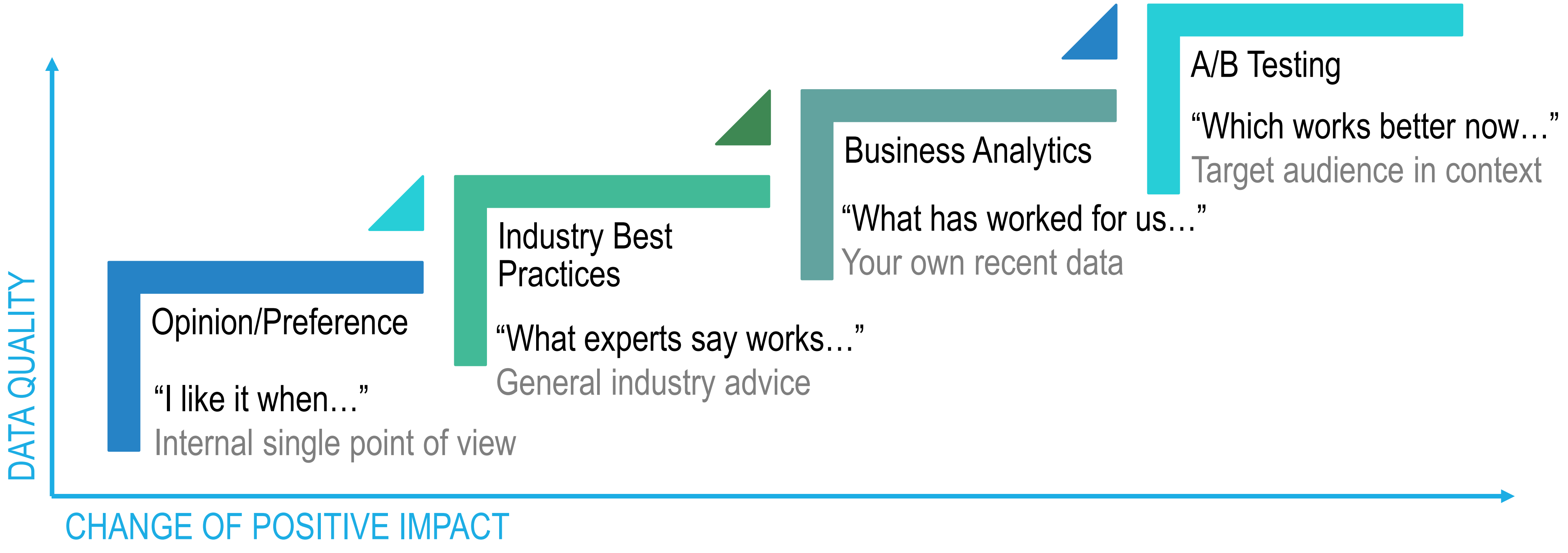
WHAT ALIGNMENT LOOKS LIKE

ADDRESS PERFORMANCE WEAKNESS TO IMPROVE BUSINESS RESULTS



SCORING YOUR ALIGNMENT MAP





RELEVANT & ACCURATE DATA

PRODUCT / MARKET FIT

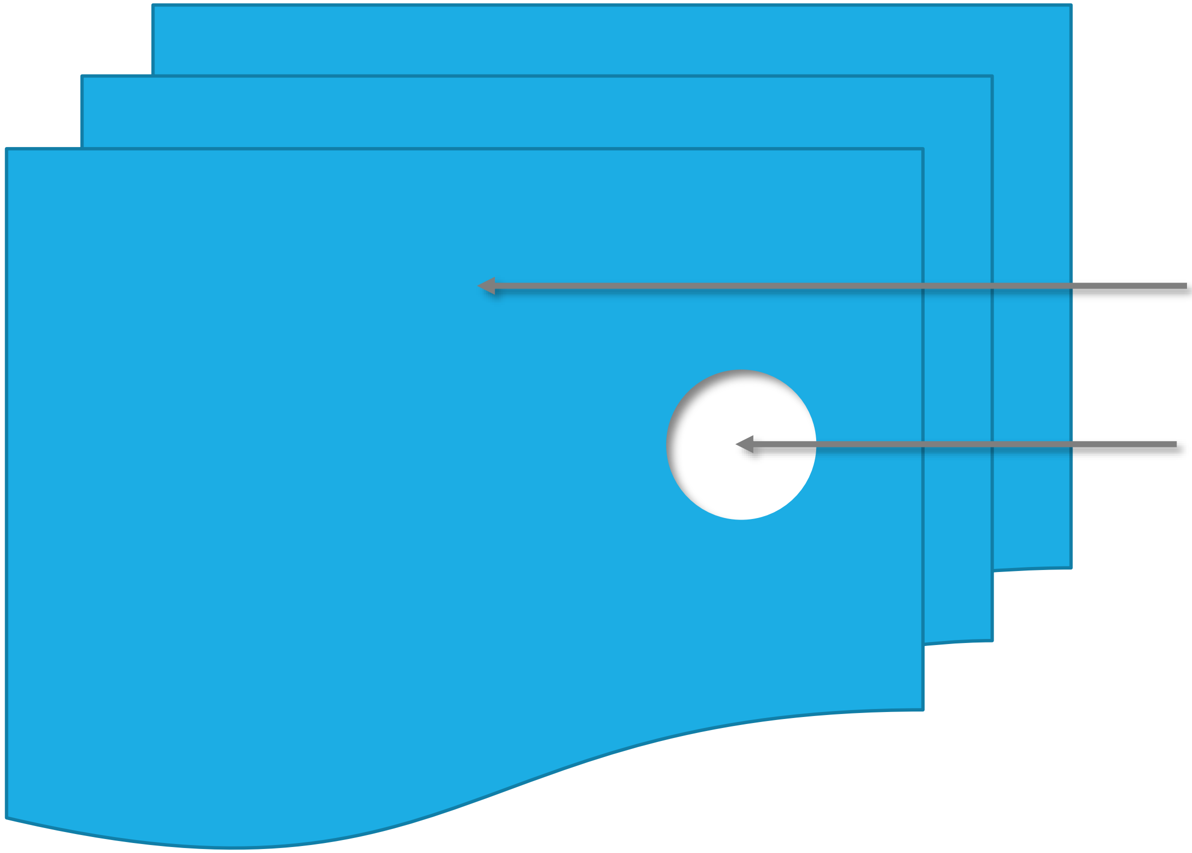
BUSINESS MODEL CONTEXT

There will be **winners**
and there will be the **rest**

IDENTIFY YOUR PRODUCT/MARKET FIT

1) Have a basic understanding of the market landscape and the key pain points being solved by your products and/or services
2) Research the various industry verticals and potential buyers where your product and/or service has the highest likelihood to sell
3) Take your product to market to validate your hypotheses, and begin to optimize your target clients, use cases, messaging, price points and go-to-market strategy
4) Close your first clients, and learn your conversion funnel metrics and marketing economics (e.g., CAC and LTV)
5) Learn user behaviors like product engagement levels, utilization rates and lost customer churn rates
6) Optimize the above to make your sales process repeatable and scalable in a large market vertical, including optimizing your hiring, employee training, customer onboarding and sales-to-operations handoff
7) Validate that your ability to scale is profitable and that your churn rates are low and will result in a material size business

THE AVAILABILITY HEURISTIC



ALL THE INFORMATION

THE INFORMATION WE USE TO DECIDE

- EASY TO FIND
- RECENT
- POPULAR, FREQUENT
- NEGATIVE
- VISUAL

Credit: Andy Crestodina

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BUSINESS MODEL CONTEXT

OUR SPIN ON THE "BUSINESS MODEL CANVAS"

Customer Segments 1
Who are we creating value for?

Customer Relationships 4
What type of relationships do our Customer Segments expect?

Channels 3
How do we reach our Customer Segments?

Value Propositions 2
What value do we deliver to the customer?

Key Activities 7
What Key Activities do our Value Propositions require?

Key Resources 6
What Key Resources do our Value Propositions require?

Key Partners 8
Who are our key partners?

Revenue Streams 5
What value are our customers willing to pay for?

Cost Structure 9
What are the important costs inherent in our business model?

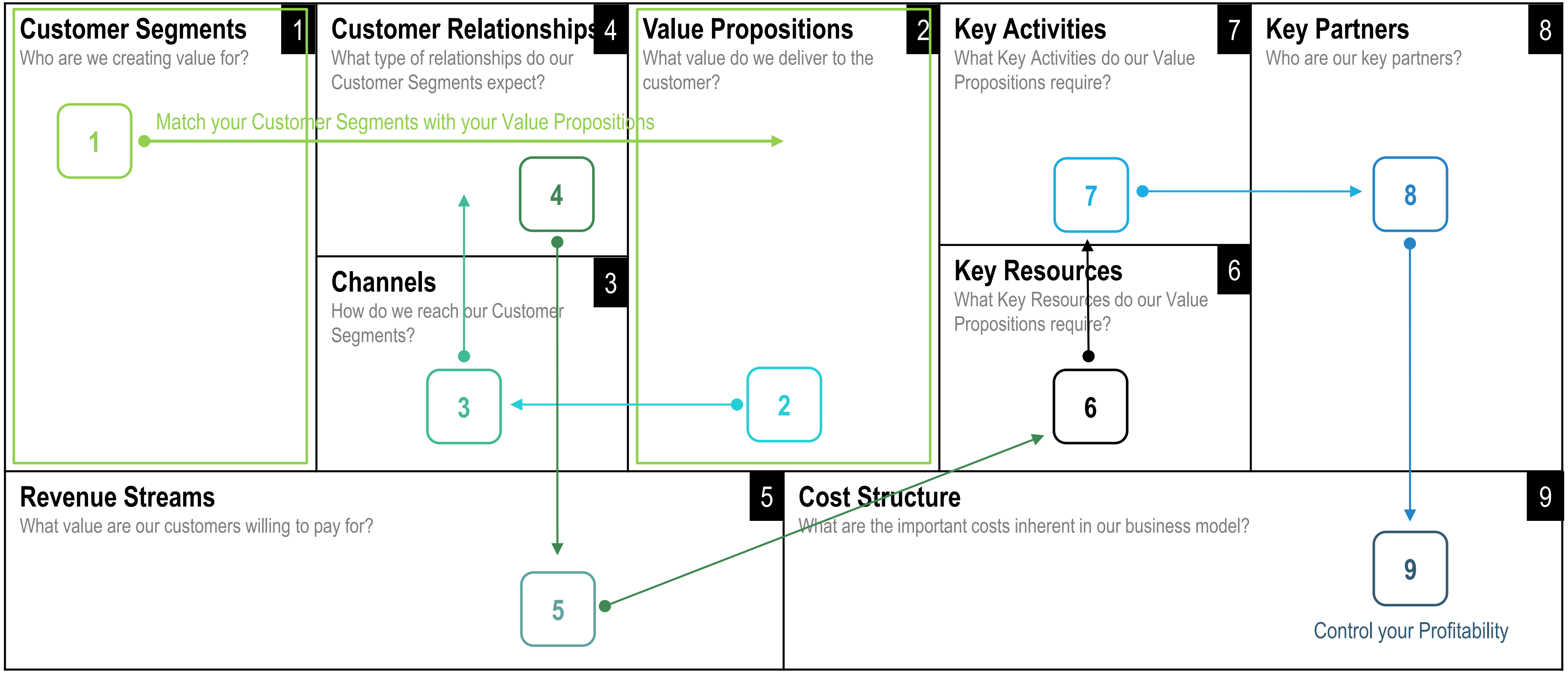
4 PILLARS: BUSINESS MODEL CONTEXT

Pillar	Building Block	Description
Product / Service	Value Proposition	Statement indicating all the benefits that are delivered by the company
Customer Interface	Target Customer	Represents a consumer to whom the product offering is useful and therefor addressed by the company
	Distribution Channel	Describes ways in which the customer can be approached
	Relationship	Describes the degree of closeness between the customer and the company
Infrastructure Management	Value Configuration	Can be seen as the architectural configuration of the value chain
	Capability	Represent repeatable patterns of action using assets to produce the product / service
	Partnership	Displays the network with other companies
Financial Aspects	Cost Structure	Describes the ratio between fixed and variable costs to spend to manufacture a product
	Revenue Stream	Describes the way a company makes money through a variety of revenue flows

SEQUENCE MATTERS

1) Customer Segments—Who are your customers? What do they think? See? Feel? Do?
2) Value Propositions—What's compelling about the proposition? Why do customers buy, use your solution?
3) Channels—How are these propositions promoted, sold and delivered? Why? Is it working?
4) Customer Relationships—How do you interact with the customer through their 'journey'?
5) Revenue Streams—How does the business earn revenue from the value propositions?
6) Key Resources—What unique strategic assets must the business have to compete?
7) Key Activities—What *uniquely* strategic things does the business *do* to deliver its proposition?
8) Cost Structure—What are the business' major cost drivers? How are they linked to revenue?
9) Key Partners—What can the company *not* do so it can focus on its Key Activities?

BUSINESS MODEL CONTEXT SEQUENCE



CUSTOMER SEGMENTS

YOUR ORGANIZATION MAY SERVE ONE OR MULTIPLE CUSTOMER SEGMENTS

1

- For whom are you creating value?
- What do they believe?
- What do they do?
- What are their pain points?
- What problems do they need to solve?

1) Segment Dimensions
2) Segment Composition
3) Problems, Needs, Habits & Alternatives

What job are you doing for the customer? What need are you fulfilling? There are no new behaviors—make sure you can identify an existing need/problem and identify specific alternatives that your customer uses today.

The pairing of Customer Segments and Value Propositions is *the* key independent variable!

Source: Alexander Cowan

VALUE PROPOSITIONS

2

IT'S A PROMISE TO DELIVER TANGIBLE VALUE—IT'S THE PRIMARY REASON TO BUY FROM YOU

- Who are you?
- Why should prospective customers care?
- How does your product/service solve customers' problems or improve their situation?
- Is the value gained quantifiable?
- What about your Value Propositions will trigger Customer Segments to act?

Your Value Proposition is a clear statement:

- Explains how your product/service solves customers' problems or improves their situation (relevancy)
- Delivers specific benefits (quantified value)
- Tells the ideal customer why they should buy from you and not from the competition (unique differentiation)

It's not just for aesthetics, or to placate a CEO, but ultimately to improve your customer lifetime value

Source: Peep Laja

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STEP 1: LEAD CUSTOMERS TO VALUE

HOW ARE YOU GOING TO GET THE ATTENTION OF YOUR CUSTOMER SEGMENTS?

CUSTOMER SEGMENTS → GET THEIR ATTENTION > KEEP THEIR ATTENTION → VALUE PROPOSITIONS

Blog Posts
Relevant Topics

Outbound Email
Relevant Solutions

Social Media
Relevant Posts

Lead Magnets
‘How To’ Guides, Templates & Checklists

Webinars
Interactive Demonstration of Value

Purchase
Product
Service

Example: Content & Social Media Marketing Mix

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CHANNELS

3

1) Historically which Channels have been the most effective to reach your Customer Segments?
2) Currently which Channels do your Customer Segments want to be reached via?
3) How are you reaching them now?
4) How are your Channels integrated?
5) Which ones work best?
6) Which ones are most cost-efficient?
7) How are you integrating them with customer routines?

CUSTOMER RELATIONSHIPS

4

1) How do you interact with the customer through their ‘journey’?
2) How do you verify a genuine business/customer fit?
3) What assumptions are you making about Customer Relationship expectations?
4) Can the Value Proposition be delivered to the Customer this way? All the way through from promotion, to sale, to post-sale service? (See AIDAOR above on this.)
5) Can you make the numbers work?
6) Is there a premium support product you need to create/test?

REVENUE STREAMS

5

How does your business earn revenue from its Value Propositions?

	Segment A	Segment B	Segment C
Product A			
Product B			
Product C			

KEY RESOURCES

6

What unique strategic assets must the business have to compete?

- Rich Content
- Customer Awareness Spectrum
- AIDA
- The Three Whys
- A Process for Listening
  - Pain Points—Won't this problem just go away?
  - Anxieties—What if something new worsens the problem?
  - Priorities—More important things to do right now!
  - Desire—Change *is* better!

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KEY ACTIVITIES

7

What *uniquely* strategic things does your business do to deliver its Value Proposition?

Connect

- Marketing

Convert

- Sales

Serve

- Deliver

KEY PARTNERS

8

What can your company *not* do so it can focus on its Key Activities

COST STRUCTURE

9

What are your business' major cost drivers? How are they linked to revenue?

BUSINESS MODEL CONTEXT

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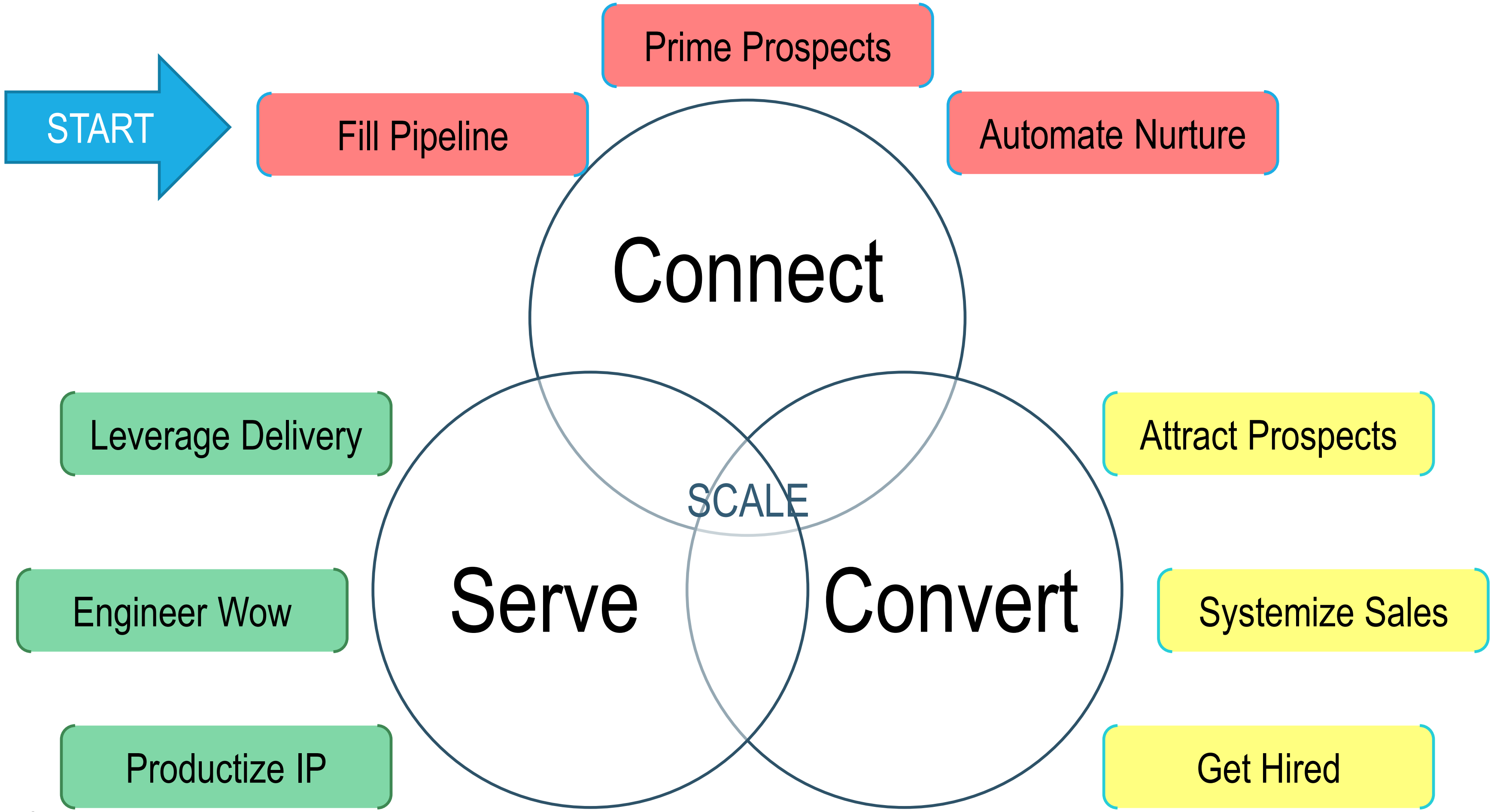
ORGANIZATION / MARKET FIT

TEAM CANVAS

Given your business budget who belongs on the payroll?

Outsource work beyond your survival crew’s primary focus.

SYSTEMIZED BUSINESS PLAN*



* Source: TM System.ly

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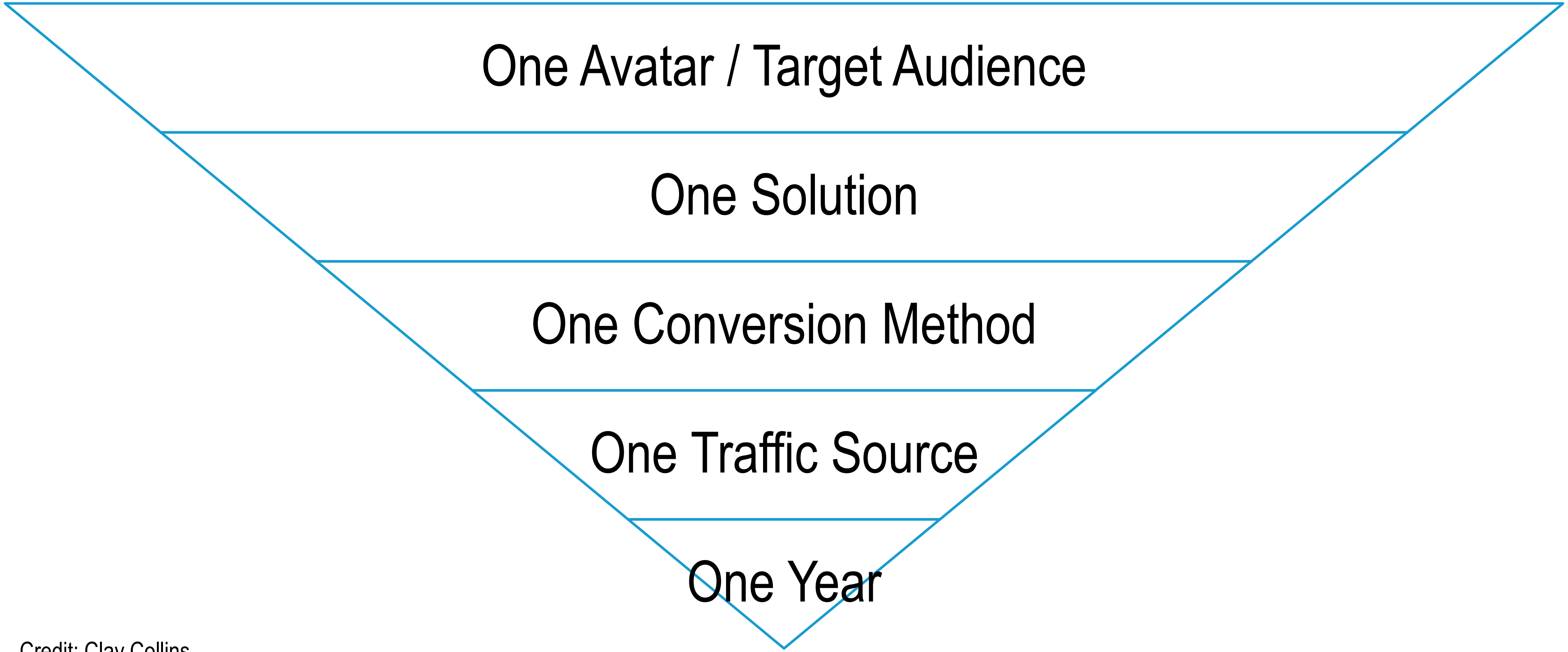
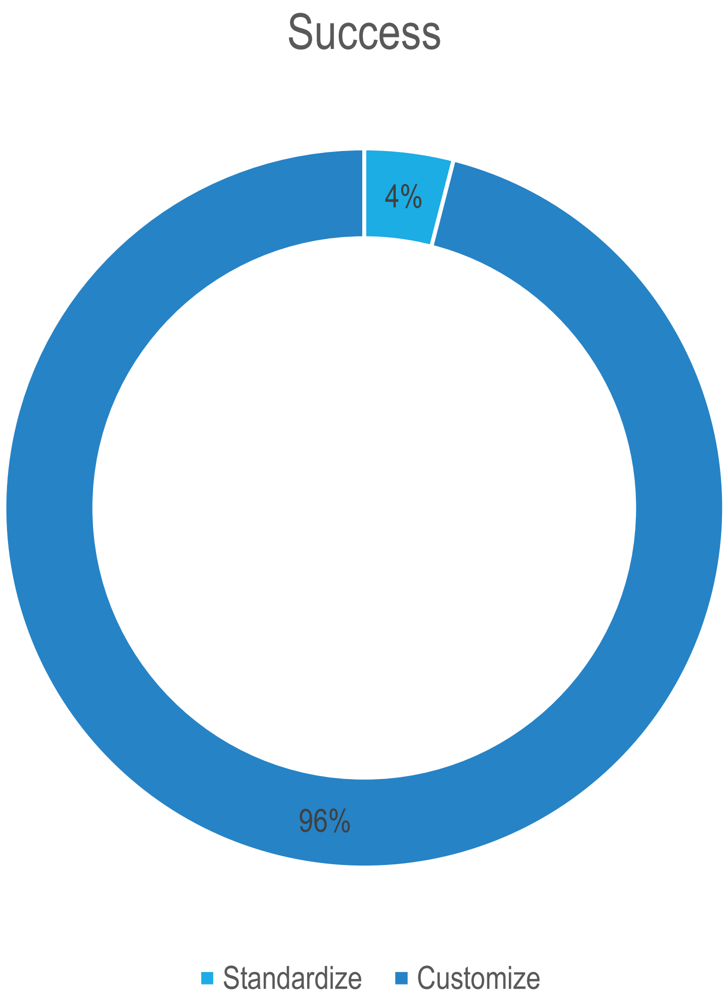
THE FIVE ONES



Credit: Clay Collins



THE SCALABILITY GAP

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THE ONBOARDING RHYTHM

Remove
How can you remove yourself as owner from the start, decreasing your dependency and increasing that of your teams?

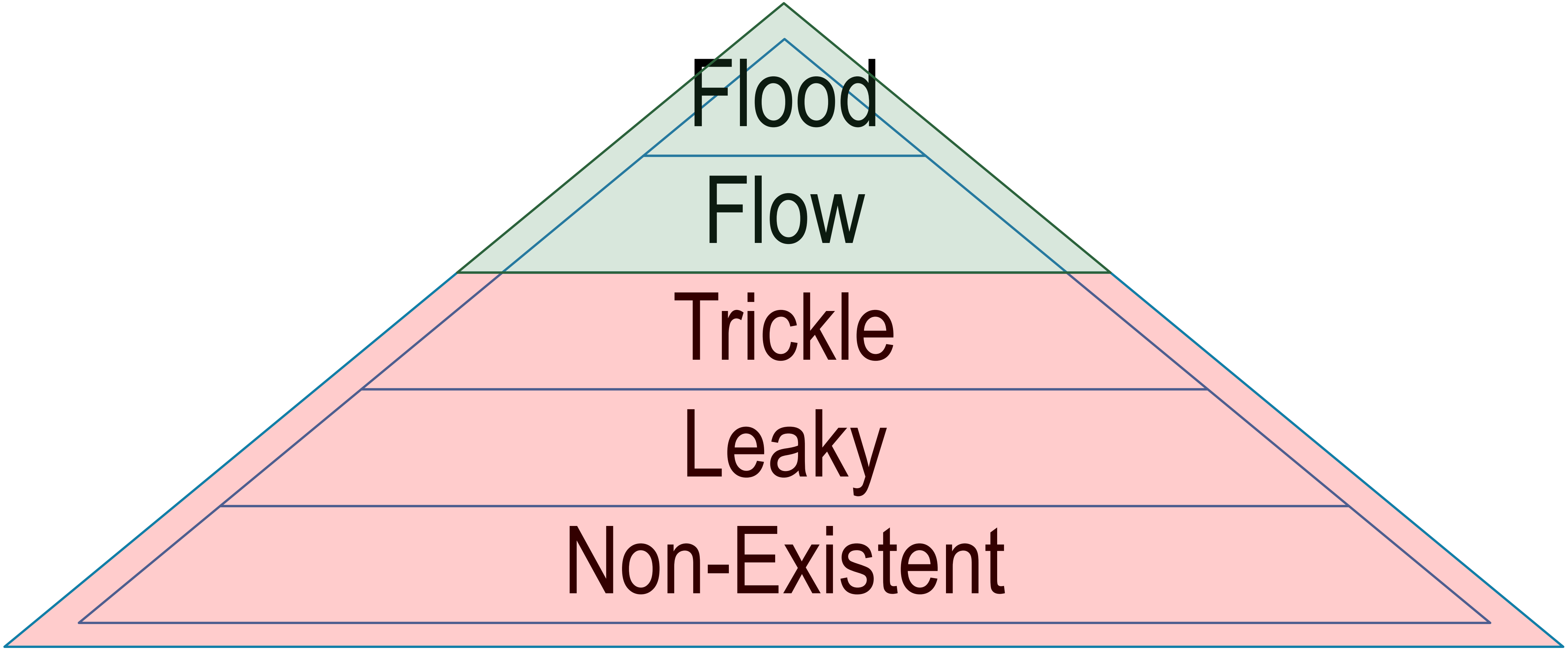
Remind
What do they need to know about what they get and how things work?

What's included? What's not?

Recommit
What do they need to do to get the most out of you?

Reroute
What do they need to do next? What do you need from them to be able to start or take next step?

OPPORTUNITY VOLUME PROGRESSION



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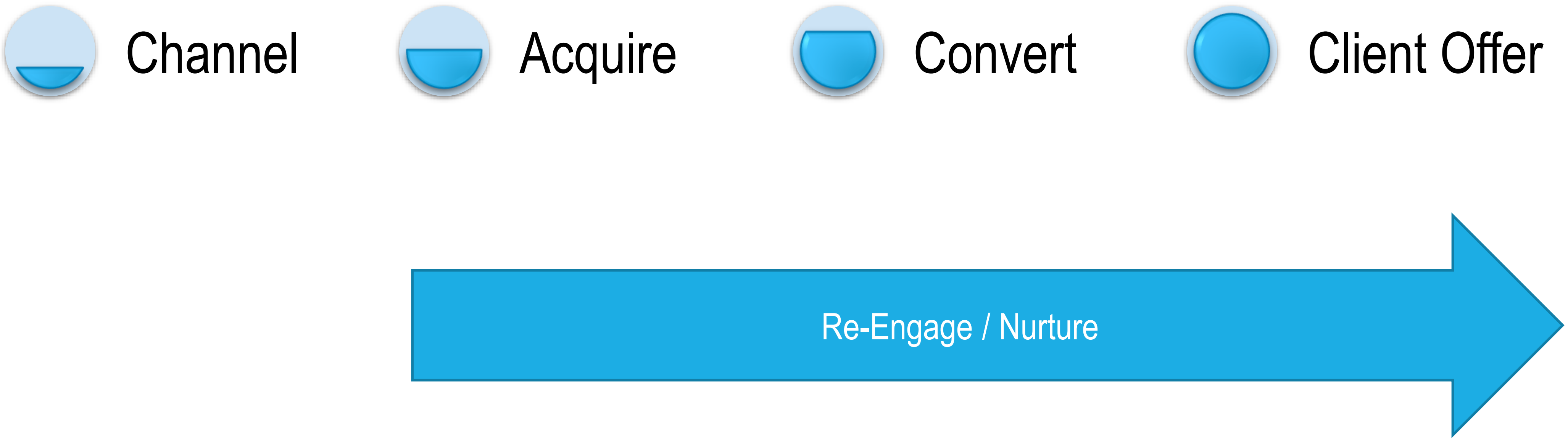
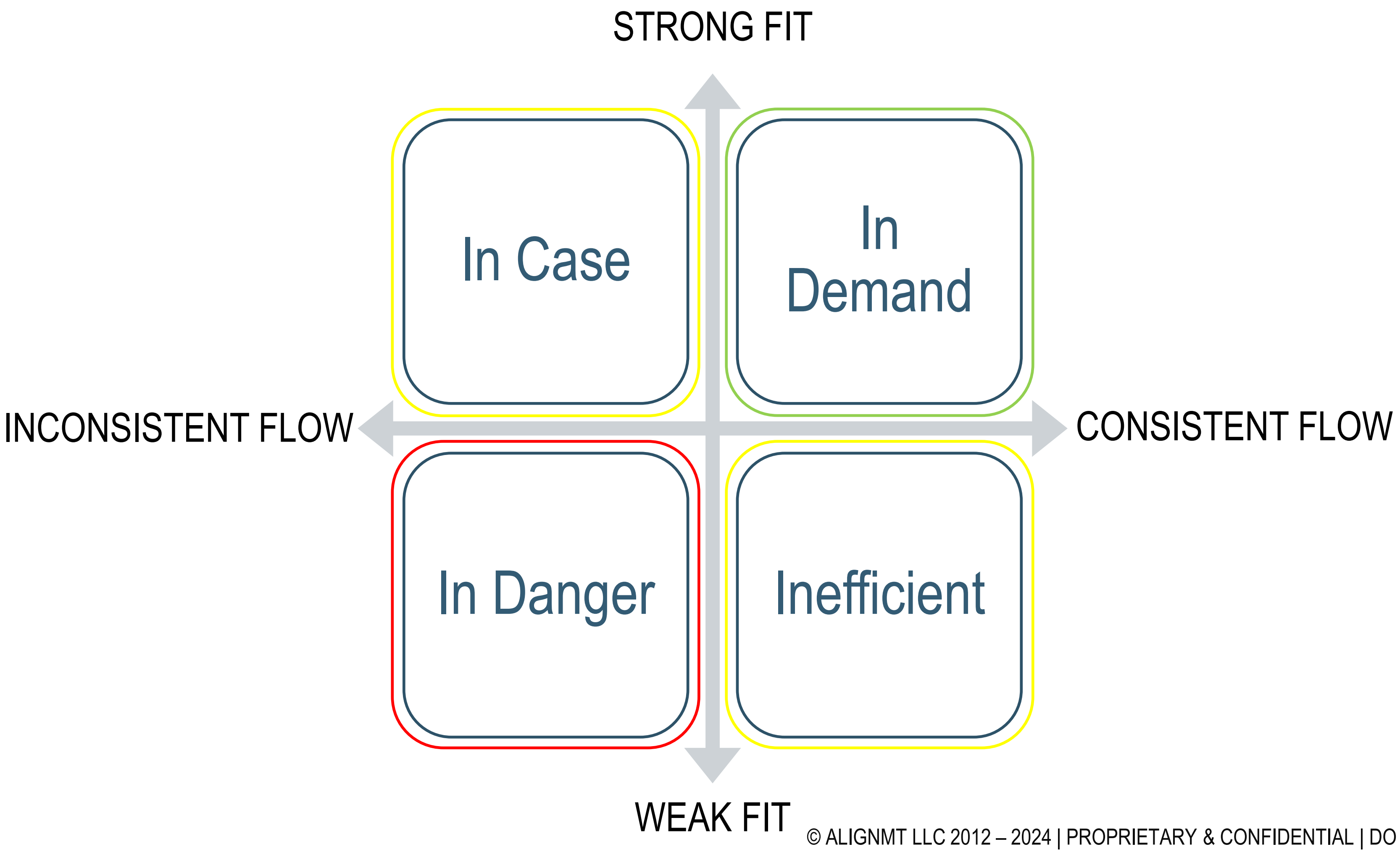
THE CLIENT JOURNEY FOUNDATION



OPPORTUNITY VOLUME MATRIX



TEAM ALIGNMENT

What We Sell	Joint Objectives What do we want to achieve together?	Joint Commitments Who does what for whom?	Joint Resources What resources do we need?	Joint Risks What can prevent us from succeeding?	Doing	Done
Value Propositions						
Customer Segments						
Channels						

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TEAM CANVAS

People & Roles
What are our names and the roles we have on the team?

Common Goals
What do we want to achieve as a group? What are our key goals that are feasible, measurable and time-bound?

Values
What do we stand for? What are our guiding principles? What are our common values that we w… core of our team?

Rules & Activities
What are the rules we want to introduce after doing this session? How do we communicate and keep everyone up to date? How do we make decisions? How do we execute and evaluate what we do?

Purpose

Personal Goals
What are our individual goals?

Needs & Expectations

Strengths & Assets
What skills and strengths do we have in our group? What composition of roles would help us get where we want to be?

Weaknesses & Risks

FINANCE / MARKET FIT

DISCIPLINED FINANCIAL MANAGEMENT

Investing in and profiting from doing what you love makes it a business

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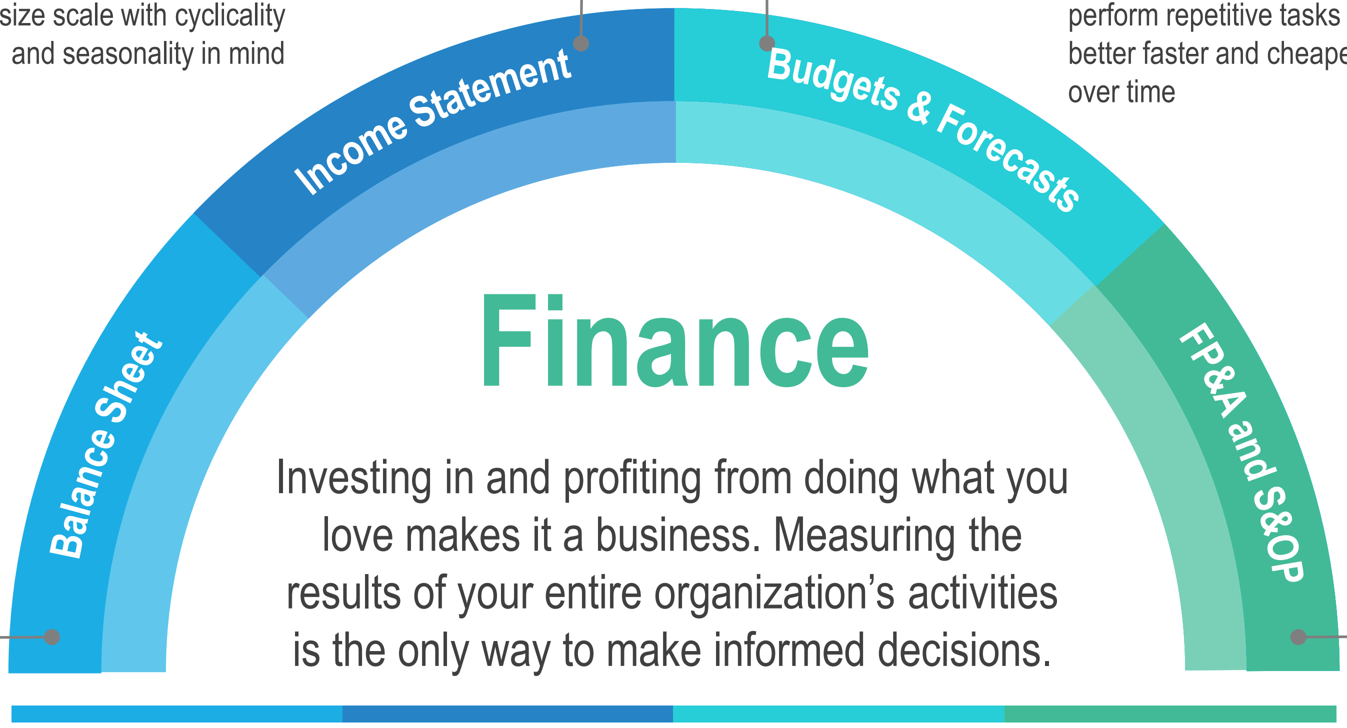
FINANCE / MARKET FIT

PRODUCTIVITY
Pay close attention to periodic financial performance on a common size scale with cyclicality and seasonality in mind

VARIANCE
Hold your entire organization accountable to learn from all activities and perform repetitive tasks better faster and cheaper over time

RESOURCES
Be certain that you have ample resources to pursue your organizational goals

FORWARD FOCUSED
Leverage valuable processes including Financial Planning & Analysis and Sales & Operations Planning to improve your return on investment



WHO KNEW CORPORATE FINANCE WAS SO CRITICAL TO BUSINESS SUCCESS?

Corporate Finance plays a major role in helping validate many types of data so the entire organization can make informed decisions that drive sustainable revenue growth and quality of earnings

- When your organization doesn't have this critical resource, or your CFO is understaffed, productivity and results can really suffer
- You realize the biggest key to business success is building a solid leadership team that brings a mix of experience, expertise and creativity
- Management excellence requires more than any one individual can provide, and it takes time, money and repetition to become efficient and productive
- Because of these challenges most companies find that their finance staff aren't quite able to handle the demands of ongoing daily and future profit and liquidity management
- Particularly when there are changes happening within the business
- Growth, contraction and evolution are situations that happen to every business

HOW PRECISELY ARE YOU TRACKING KEY PERFORMANCE INDICATORS?

How can you make good business decisions without the insights of accurate, detailed and reliable financial analysis?

Bookings vs. Revenues

Recurring Revenue vs. Total Revenue
- ARR (Annual Recurring Revenue)
- ARR per Customer
- MRR (Monthly Recurring Revenue)

CAC (Customer Acquisition Cost)
- Blended vs. Paid
- Organic vs. Inorganic

Active Users

MoM Growth

LTV (Life Time Value)
- Revenue per Customer
- Contribution Margin per Customer
- Average Life Span per Customer
- LTV
- LTV:CAC Ratio

Unearned or Deferred Revenue…and Billings

Churn
- Monthly Unit Churn
- Retention by Cohort
- Gross vs. Net Churn

Burn Rate

WHICH ANALYTICS ARE RIGHT FOR YOU?

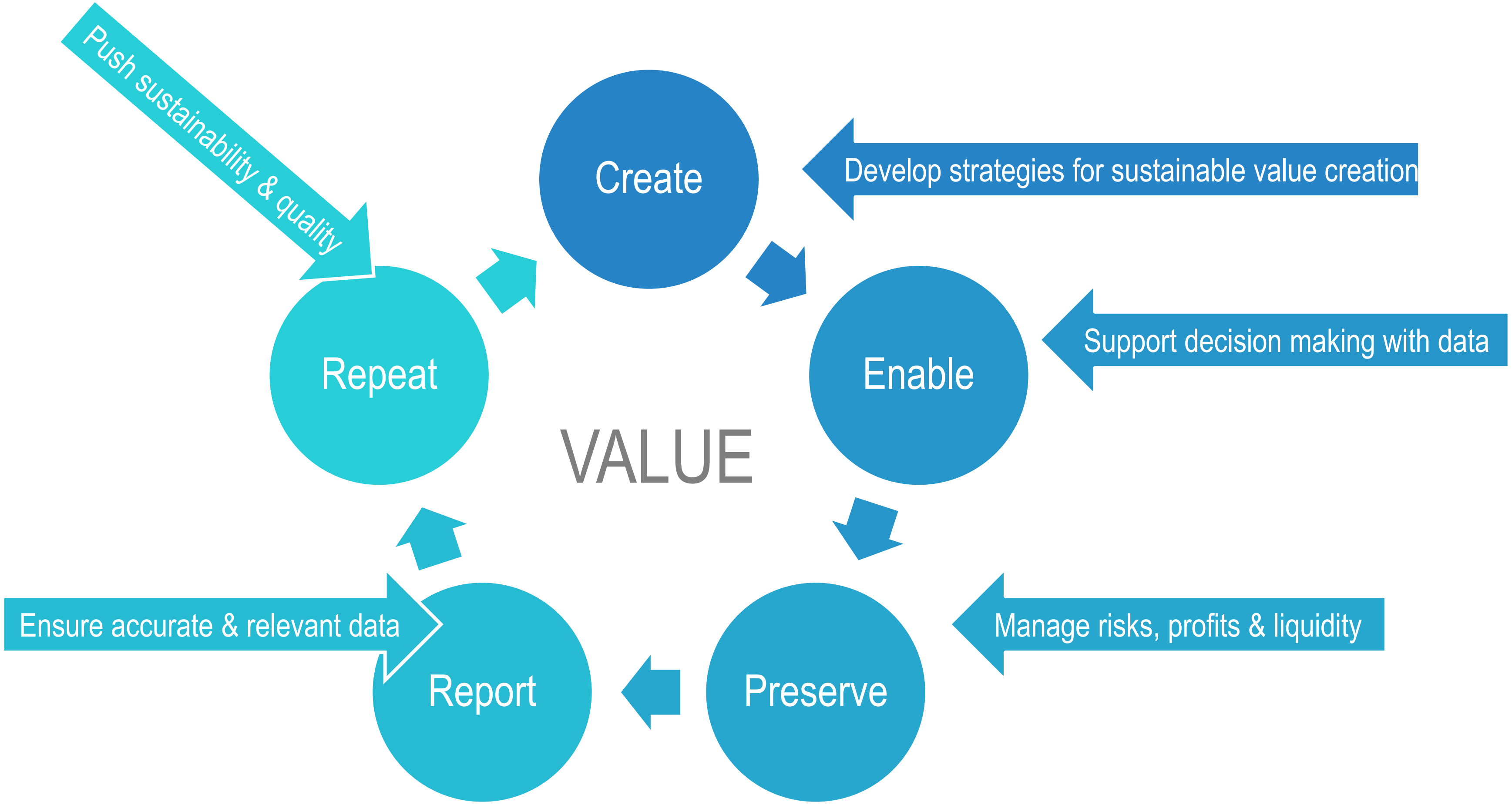
Descriptive
These report *what* happened

Diagnostic
These report *why* something happened

Predictive
These report what *could* happen

Prescriptive
These report what *should* happen

VALUE IS A FINANCIAL MEASURE



RESULTS OVER ACTIVITIES

- Strategic Planning
- Benchmarking
- Budgeting & Forecasting
- Tax planning
- Succession planning
- Retirement planning
- Compensation planning
- Benefits planning

- Identify and present ongoing issues and activities
- Discuss major upcoming decisions and issues
- Counsel on ad hoc issues as they arise
- Revenue and profit projections to guide staff resource decisions
- Monthly measurement of results as compared to key metrics
- Quarterly review meeting to evaluate agency progress against the budget and strategic plan
- Annual pricing review
- Annual staff compensation and bonus review

EXPERIENCE & EXPERTISE

- Perhaps the best part about outsourcing corporate finance consulting is that you will be able to capitalize on professionals with extensive experience, which empowers your internal staff to operate more effectively
- We have conducted corporate finance consulting not only within your industry, but within a variety of related fields as well, enabling us to leverage comprehensive experience
- We have skills in all aspects of your needs, including strategy, finance and operations
- ALIGNMT can thus be used for a greater range of purposes than a standard, internal employee would be capable of performing
- We could be instrumental in the training of staff members
- We have the time and resources to dedicate to the training and mentoring of your internal staff, resulting in an overall more effective accounting and finance department

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ACCOUNTING V. FINANCE

Accounting is about the past

Finance is about the future

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FUTURE FOCUS

At the very least you must

This is valuable information

Make the most of limited resources

Budgets & Forecasts

Carefully track financial & all other metrics for key insights

Financial Planning & Analysis

Your team has to communicate so share useful information

Research, Presentations & Reports

Investors, lenders and stakeholders want to know too

Financial Communications

Embrace the approach & elements of value

Business Valuation

NECESSITY ↔ LUXURY

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BUDGETS & FORECASTS

- Make the most of limited resources
- Planning is the process of mapping out your organization's future direction to attain desired goals
- Strategy is your organization's plan to match its strengths with opportunities to accomplish its desired goals over the short and long-term
- A budget is an operational plan and a control tool that identifies the resource commitments required to satisfy your financial goals over a period of time
- Budgeting & Forecasting is an essential part of the continuous planning for you to accomplish long-term goals

FINANCIAL PLANNING & ANALYSIS

- Financial Planning: Partner with business leaders across the organization to produce semi-annual and multi-year financial forecasts that provide a roadmap for the company to achieve its strategic objectives
- P&L Review: Lead the monthly P&L review process that includes explaining variances to plan, providing insight on current and expected trends, and identifying areas of risk and opportunities
- Financial Analysis: Conduct complex financial cost/benefit analyses to support growth and other strategic initiatives
- Capital Markets: Support capital markets initiatives that may include analyses related to raising debt and equity capital, preparation of investor/lender books, covenant reporting, and other tasks as needed
- Reporting: Manage financial and KPI reporting requirements, including preparing materials for the Board of Directors
- Business Intelligence: Partner with Data & Analytics team to create and automate a business intelligence framework to support various company objectives
- Other: Other ad hoc support and analyses as needed

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RESEARCH, PRESENTATIONS & REPORTS

Accuracy is the absolute standard

Research can give you a picture of what the future might look like. Then you can decide how you can fit in to it.

- Remember, there's the "What", the "How" and the "Do"

There are two ways to tell the story of your business: (i) the goals, activities and results of the people in your organization and (ii) the financial results of these activities.

Telling the story from both perspectives eloquently, consistently and convincingly is the hard part, particularly in short order with accurate, relevant data.

- Financial results analysis for your organization and investors
- Financial projections to keep your team productive and accountable
- Budgeting for organizational growth—every day can be better than the previous
- Revenue and earnings analysis—you're in business to make a profit

FINANCIAL COMMUNICATIONS

- Shareholder relations
- Financial analysis
- Corporate communications
- Financial media relations
- Corporate governance
- Strategic planning
- Public relations
- Employee relations

BUSINESS VALUATION

Maximizing value is the goal of every business owner when they decide it's time to sell, all or part of a business

But business valuation is a complicated equation

It varies from buyer to buyer based on a host of variables

Business Valuation is a far greater subject than we can address on this slide, so you can learn more here:

Business Valuation Spectrum

How to Establish Business Value in the M&A Sale Process

Custom Business Valuation for you

ALIGNMT

GETTING STARTED

IMPLEMENTING YOUR ALIGNMENT MAP

Without a destination in mind how are you going to get anywhere but where you already are

YOUR IMMERSIVE BUSINESS REVIEW

1) Historical Income Statement, Balance Sheet and Cash Flow analysis
2) Representative programs including new business proposals and budgets
3) Unit economics and pricing practices
4) Liquidity analysis and benchmarking
5) Staff allocation reports and current planning process (capacity, utilization, realization)
6) Current organizational chart and senior role responsibilities
7) Most recent strategic growth plan or annual review presentation
8) Preliminary review of operations resources and processes

MAKING CHANGES THAT LEAD TO INNOVATION

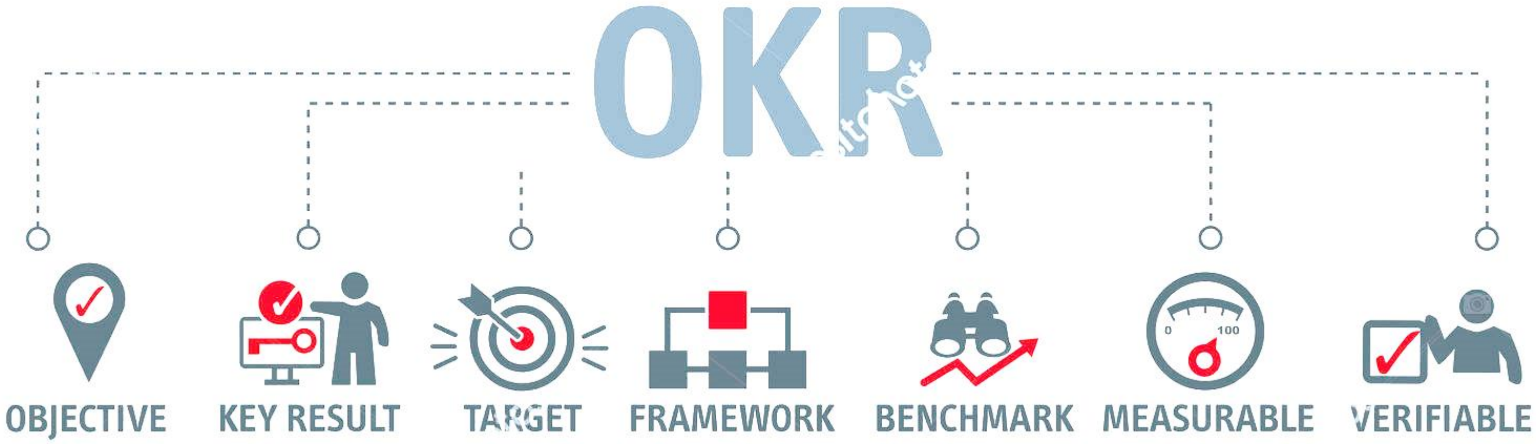
- Analyzing and improving your business can create tremendous opportunities given your market environment
- It can create strong financial returns for the owners
- While building a great organization that benefits every one of your employees with income and career development
- Creating defensible brand value among your competitors
- Establishing lasting shareholder value
- Realizable through Mergers & Acquisitions when the time is right

OBJECTIVE & KEY RESULTS

Read John Doerr's "Measure What Matters" to learn how effective Objective & Key Results (OKR) systems can be when confronting persistent organizational problems

Designing and implementing tailored OKRs may be the best solution for businesses facing product, organizational and/or financial issues that inhibit productivity, growth and profitability

If you have a moment, please read How to Reach Your Full Potential with an Alignment Map



SITUATIONS OKRs HELP WITH

1) Understand industry trends and impactful performance drivers
2) Identify prospective strategic targets early
3) Develop trust-based relationships with founders and executive teams
4) Complete accurate organizational and financial analyses
   a) Product/market fit
   b) Organization/market fit
   c) Finance/market fit
5) Identify optimal consolidation opportunities
6) Pinpoint cost saving measures
7) Execute post acquisition reorganizations that improve performance and profitability

CONTACT

IAN SHANNO | MANAGING DIRECTOR

Purpose. Meaning. Progress. Achievement.

These are my motivations in business and life.

I help businesses align their goals, resources, challenges and imperfections by defining and pursuing paths to success. My M&A, management consulting and entrepreneurial experience combine to help companies that struggle to reach their growth, productivity and efficiency objectives.

Whether it's strategy, finance, operations or strategic issues within an organization, getting to the core dysfunctions, distractions and inhibitors and conveying simply and accurately the most viable value proposition is essential. That's where I come in.

If you need help defining your business goals, crafting an effective strategy to pursue these goals and managing the ongoing financial and operational elements, we should talk. I've advised or supported over 450 companies in my time.

If you want to sell a business, it must have value in the eyes of a buyer. Value is the result of careful planning, precise execution and luck, usually over the long-term.

If I can't be of service to you directly, I may know others who can meet your needs. Building lasting, valued relationships is fundamental to establishing trust and reliability.

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