

## THE GROWTH GUIDE

### **Overview:**

We aim to educate you on how to understand and interpret your financial statements, in order to get an overview of your current position and profitability. We will explore the key drivers within your business, how these changes will influence the results you achieve, and how you can monitor these moving forward. We will guide you on how to implement the necessary changes that have been highlighted during the day, and provide you with the skills to complete your own action plan to take away with you.

CMK will take the time to get to know you and understand what it is you want and need moving forward. You will have an initial meet and greet (free of charge), to see if there is a mutual connection formed and if we can work together to help you move forward to understand your business.

### **Content:**

#### *Initial meet and greet:*

Forming a working relationship  
Understanding your wants and needs

#### *The workshop session will be focused on:*

Your financial reports  
Profit  
Statement of Position  
Your key drivers  
'What if' planning  
The Planning process  
Action plan and Change book

### **Client Benefits / Value:**

Stimulate discussion  
Understanding your financial position to allow you to make educated decisions  
Creation of an action plan to implement  
Understanding key drivers of your business to be able to set and monitor  
A greater understanding of how to achieve your growth goals

### **Duration (sessions / hours):**

Free 1 hour initial set up meeting to determine areas to be discussed and addressed.  
Followed by a ½ day meeting.