

# The Six Control Levers of Business

**Revenue**

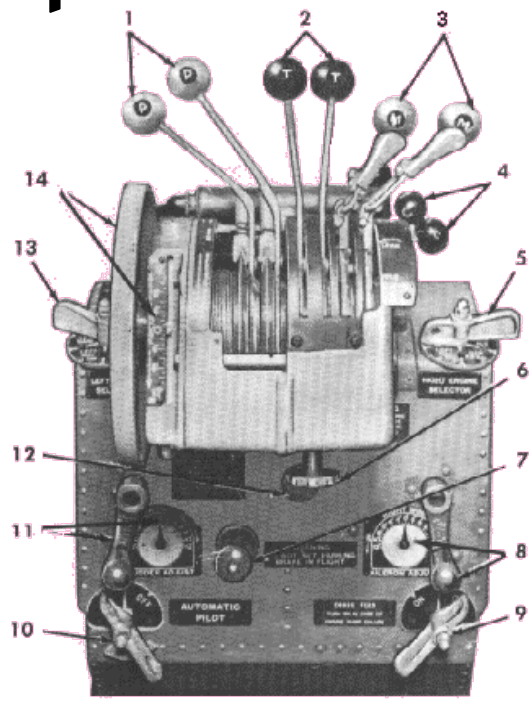
**Operating Expense**

**Payables**

**Receivables**

**Inventory**

**Cost of Goods**



**Which one do you pull?**

*Imagine this picture:*

You're walking down the jetway getting ready to take a flight. There is the pilot standing in the galley greeting the passengers. As you step onto the aircraft the pilot looks into the cockpit and says *"Holy CRAP! Look at all those dials and levers! I wonder what they do? I wonder what they mean?"* How sure are you of the skills of that pilot?

When things are normal in flight, pilots really don't do much except monitor the dials on the dashboard. They make sure that all of the levers are set properly for the operation of the aircraft in takeoff, flight and landing. They scan the sky for other aircraft, make course corrections as needed, communicate with control and "mind the store". They follow well-documented processes and procedures with strong discipline. 90% of the intense training commercial pilots go through focuses on what to do when something goes wrong. When the shit hits the fan that the intense training kicks in and the pilot becomes the key component of the aircraft.



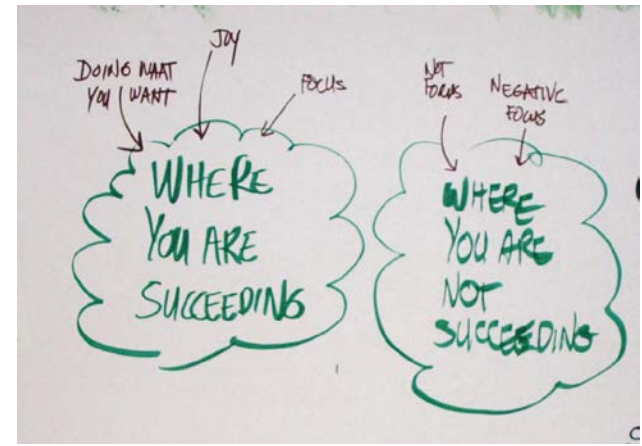
Business is very much the same. When things are running well, the business owners and executives can sit back and watch the dials, make sure that they have the levers set for the business conditions, scan the market for opportunities, make course corrections as needed, communicate with stakeholders and "mind the store". They follow well-documented processes and procedures with strong discipline. 90% of the intense training superior business owners and executives go through focuses on what to do when something goes wrong. When the shit hits the fan that the intense training kicks in and the business leader becomes the key component of the enterprise.

Notice a parallel theme?

### *How Many Business Owners and Executives are Super Trained?*

Accounting is the language of business. Finance is the science of business. Many business owners and executives lack the fundamental training to understand in depth the connection between the dials (financial statements), the levers (the fundamental business settings) and the how to change the position of the levers. They learn from trial and error.

Professionals do not learn from trial and error. They learn from making mistakes in practice, in simulators. They get practice and experience working in multiple industries, with constant education, study and practice. They constantly ask themselves the question “What don’t I know?”

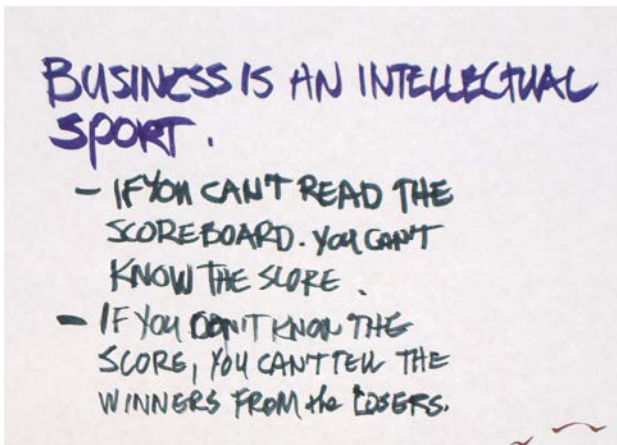


### *Why you should talk to us.*

We are Practitioners. We don’t depend on trial and error. With our years of experience as active practitioners and training with some of the best active practitioners we are professionals. We collected the skills and tools to be able to assess the situation and interpret the data from the dials. We own the knowledge and experience to diagnose the cause of the problems. We know how to look at the settings of the control levers and prescribe major changes to make – in what order and what extent. We know how to make those changes. From years of hands on practical

experience, years of continued education, and years of multi-industry experience we have developed our skills to look into the financial performance of a company and devise ways to make changes in the supply chain of the enterprise to create huge incremental improvements in operating cash.

In short, you should talk to us because we know more ways to make changes in your supply chain that will make positive improvements in the performance of your business.



### What follows...

In the pages after this introduction is a series of examples of some of the analysis tools and reports that we use to look at the business performance of a company. There is no text, no captions, no explanation. If you have a high level of business experience and competency, you should be able to look at what we provide here and understand the power of our tools and training. If you understand what these dials mean – we ask – do you have reporting and analysis of this strength? If so – then you may not need our services.

However, if all this is *Greek* to you, then perhaps we should have a conversation.

What do you have to lose? What could you gain?