

UNDERSTANDING TASKS

After you've completed the Unlock Deep-Dive Analysis with your client, the CoreValue application moves their assessment status to **UNLOCK: EXECUTABLE GROWTH PLAN-0% COMPLETE**. All of the reports and outputs, including Tasks, are found at this level.

Tasks are generated only after the Deep-Dive Analysis is completed. They are based on both *how the client answered the questions*, and the *drivers' structure itself*. This means that certain drivers have additional questions to be answered as part of the growth plan, while other drivers (those with fewer indicators) will result in a task that is generated based on the individual driver score.

Each task has an associated value gap amount, will note the percentage of the total value gap for the company. Tasks are also assigned an ROI, indicated by a number of firecrackers (1-4) that will show your 'bang for the buck' in completing the task.

DRIVER: Recurring Revenue

Unlock: Deep-Dive Analysis

Underlying Indicators Level 2:

- Contracts
- Customer Mix
- Customer Retention

Unlock: Executable Growth Plan

This driver has no further indicators in the Growth Plan. Tasks suggested will be based on client responses. If your client scores high enough, then there will be no tasks associated with that Value Driver.

DRIVER: Growth

Unlock: Deep-Dive Analysis

Underlying Indicators Level 2:

- Company Growth
- Industry Growth
- Competitive Advantage

Unlock: Executable Growth Plan

Underlying Indicators Level 3:

Company Growth

- Revenue Chart
- Absolute Growth
- Competitor Revenue Chart
- Relative Growth
- Future Growth Trend

Industry Growth

- Revenue Chart
- Absolute Growth
- Niche Definition
- Niche Revenue Chart
- Niche Growth

Competitive Advantage

- Revenue Chart
- Revenue Growth
- Revenue Trend

































Note that each of the Deep-Dive Indicators – **Company Growth, Industry Growth, Competitive Advantage** - have additional indicators that require scoring (answering questions) as part of the Growth Plan (Level 3).

This is an indication of the complexity of the driver and provides a more detailed analysis of company operations. CoreValue's Executable Growth plan can work in many scenarios; but its main purpose is to *prove the company can reliably generate revenue & profitability at its current rate (or better) well into the future.*

UNDERSTANDING TASKS

Here we see a partial list of suggested tasks to help this client close a \$3.14MM value gap:

Total Enterprise Value Gap: \$3,140,000

Suggested		Active	Completed	Show Detail	Hide Detail	SORT BY: Bang for Buck ▼			
	Large Potential Market Future Market Growth					SCORE 0.0	VALUE GAP \$88,300	2.8%	
	Large Potential Market Niche Clarity					SCORE 0.0	VALUE GAP \$88,300	2.8%	
	Margin Advantage Margin Trends					SCORE 0.0	VALUE GAP \$53,000	1.7%	
	Large Potential Market Competitive Monitoring					SCORE 2.0	VALUE GAP \$70,600	2.2%	
	Product Differentiation Financial Differentiation					SCORE 0.0	VALUE GAP \$177,000	5.6%	
	Large Potential Market Market Size					SCORE 1.0	VALUE GAP \$79,500	2.5%	
	Financial Audits » Independent Review					SCORE 3.0	VALUE GAP \$28,200	0.9%	
	Margin Advantage Margin Advantage					SCORE 0.0	VALUE GAP \$70,600	2.2%	
	Legal Litigation					SCORE 0.0	VALUE GAP \$134,000	4.3%	
	Product Differentiation Product/Service Lifecycle					SCORE 0.0	VALUE GAP \$70,600	2.2%	
	Barriers to Entry Legal Barriers Documentation					SCORE 0.0	VALUE GAP \$35,300	1.1%	
	Company Overview Company Story					SCORE 1.0	VALUE GAP \$26,400	0.8%	
	Customer Diversification Future Customer Diversification					SCORE 0.0	VALUE GAP \$53,000	1.7%	
	Customer Satisfaction Customer Satisfaction Metrics					SCORE 3.0	VALUE GAP \$58,700	1.9%	

To Select a task, you can do one of the following:

- Click on the **Driver Icon**
- Click on the **Name of the Driver**
- Click on the **SHOW DETAIL** button at the top of the task list to open up all task details.

Selecting a task will open up a more detailed description of what the task involves. These tasks reflect the private business standards for each driver and outline what should be done to improve the score

UNDERSTANDING TASKS

and align the business more closely with best operational practices. The advisor can choose to use the CoreValue suggested task or input a custom task for any value driver indicator.

Total Enterprise Value Gap: \$3,140,000

Suggested Active Completed Show Detail Hide Detail SORT BY: Bang for Buck

Indicator	Score	Value Gap	Bang for Buck
<p>Future Market Growth</p> <p>GOAL: You can document through research or other methods, growth trends in the market, and how the company will take advantage of those trends.</p> <p>Use CoreValue's suggestions, or create your own Tasks to support value creation</p>	0.0	\$88,300	2.8%
<p>CREATE A TASK:</p> <ul style="list-style-type: none"> Document your market's future Document where you think the market will be in the next 1, 5, and 10 years. Ideally, you are in a growing market, providing substantial opportunity for your company to grow and make tons of money. Create a custom task 	<p>ACTIVE TASKS:</p> <p>More firecrackers means a bigger 'bang for your buck' for the task. This indicates that, in return for the amount of the value gap you'll close, the suggested task is relatively straightforward, will not disrupt the organization, or require the owner to invest a significant amount of resources to complete the task</p>		
<p>Niche Clarity</p> <p>GOAL: You have research and documentation on your company's market niche by product or service line.</p>	0.0	\$88,300	2.8%
<p>CREATE A TASK:</p> <ul style="list-style-type: none"> Define and document your market niche Document your market niche by product line or service type. Create a custom task 	<p>ACTIVE TASKS:</p>		
<p>Margin Trends</p> <p>GOAL: You can provide a history by quarter and trend analysis of both gross and net margins.</p>	0.0	\$53,000	1.7%
<p>CREATE A TASK:</p> <ul style="list-style-type: none"> Document your margin trend Chart your gross and net margins by quarter for at least the past 3 years (assuming you've been in business that long). Calculate and graph your margin trend. Create a custom task 	<p>ACTIVE TASKS:</p>		
<p>Competitive Monitoring</p> <p>GOAL: You have a system or process in place to monitor significant competitors and new entrants into your market.</p>	2.0	\$70,600	2.2%
<p>CREATE A TASK:</p> <ul style="list-style-type: none"> Document how you monitor competition Take the time to document how your company monitors competition. Create a custom task 	<p>ACTIVE TASKS:</p>		

UNDERSTANDING TASKS

Selecting a CoreValue-generated task is easy; simply click on the blue underlined text in the task window to expand your view and create the task. You can also include advisor “notes” if you need to provide specific details or add additional instruction for your client to complete this item. Tasks also have a calendar widget to assign a due date to each task.

Once saved, tasks move from **Suggested** to **Active** (Note there are three tabs you may toggle between: **Suggested/Active/Completed**). Each task may also be downloaded as an event for an external calendar (Google, Outlook, etc.) to allow both the advisor and the client to keep track of the task due date in a personal calendar.

The screenshot shows the 'Suggested' task window for 'Future Market Growth'. At the top, there are tabs for 'Suggested', 'Active', and 'Completed'. To the right, there are buttons for 'Show Detail' and 'Hide Detail', and a 'SORT BY:' dropdown menu set to 'Bang for Buck'. The task details include a 'GOAL:' section, a 'CREATE A TASK:' section with links for 'Document your market's future' and 'Create a custom task', and an 'ACTIVE TASKS:' section. Below this, there are fields for 'Name of task', 'Suggestion', 'Advisor Notes', and 'Due Date'. A red callout bubble points to the 'Advisor Notes' field, stating 'Advisor can add notes or instructions related to the suggested task'. Another red callout bubble points to the calendar icon next to the 'Due Date' field, stating 'Handy calendar interface to put a due date on each task'. At the bottom, there are 'Save' and 'Cancel' buttons.












The screenshot shows the 'Active Tasks' window for 'Document your market's future'. At the top, there are tabs for 'Suggested', 'Active', and 'Completed'. To the right, there are buttons for 'Show Detail' and 'Hide Detail', and a 'SORT BY:' dropdown menu set to 'Priority'. The task details include a 'DONE' checkbox, a 'DUE:' field with the date 'JULY 18, 2018' and a link 'ADD TO MY CALENDAR', and a 'PRIORITY' field. Below this, there are fields for 'CREATED:', 'DUE DATE:', and 'AGE:'. The 'CLIENT NOTES:' and 'ADVISOR NOTES:' sections are also visible. At the bottom, there are 'Edit Task' and 'Delete Task' buttons. A red arrow points to the 'ADD TO MY CALENDAR' link.

UNDERSTANDING TASKS

Finally, when tasks are marked finished, they roll over to the ‘Completed’ window, where you have a full list of all steps taken as part of the Executable Growth Plan:

Completed Tasks

How it Works

	Suggested	Active	Completed		
			Show Detail	Hide Detail	SORT BY: Completed Date ▼
DONE ✓		Barriers to Entry Document legal barriers		COMPLETED: MAY 9, 2018	
DONE ✓		Growth Chart your competitors' revenues		COMPLETED: MAY 9, 2018	
DONE ✓		Growth Get revenue data for competitors		COMPLETED: APRIL 12, 2018	
DONE ✓		Brand Create a meaningful brand		COMPLETED: APRIL 12, 2018	
DONE ✓		Brand Document the value of your brand		COMPLETED: FEBRUARY 1, 2018	
DONE ✓		Growth Finish Scoring Driver Component for Industry Growth		COMPLETED: NOVEMBER 28, 2017	
DONE ✓		Growth Finish Scoring Driver Component for Company Growth		COMPLETED: NOVEMBER 1, 2017	
DONE ✓		Brand Be consistent with your branding		COMPLETED: OCTOBER 5, 2017	
DONE ✓		Dominant Market Share Quantify the size of your market		COMPLETED: OCTOBER 5, 2017	
DONE ✓		Large Potential Market Document how you monitor competition		COMPLETED: SEPTEMBER 18, 2017	
DONE ✓		Growth custom task		COMPLETED: SEPTEMBER 6, 2017	






Recording Completed Tasks in the Client Workbook

Tasks can only be marked as DONE by your client – their Task interface includes this function. This allows the advisor to hold the client responsible for ensuring that any suggested action steps are completed and properly recorded. Even if the advisor actually executes the work on behalf of the client, you still need your client to ‘certify’ completion by marking the task DONE. While this may seem a bit counterintuitive at first, remember that your clients *must engage in their Growth Plan in order for the plan to actually work*. In addition, by marking the task completed, the owner will understand the value of these actions, both in terms of the overall value gap that is closed, and the value your services as a trusted advisor provide.






UNDERSTANDING TASKS

Once a client records a task as completed, the system will then prompt them to update their workbook to reflect the current status of the driver.

Here's a sample of tasks listed on the client's dashboard:

Active Tasks		Show All Suggested Tasks
	Chart your competitors' revenues	Due In 9 Days
	Get revenue data for competitors	Due In 9 Days
	Resolve all legal matters as soon as possible	Due In 9 Days
	Project your future gross/net margins	Due In 13 Days
	Document your market's future	Due In 28 Days

Your client clicks on the task name to open up the details:

Active Tasks		How it Works	
Suggested	Active	Completed	
		Show Detail	Hide Detail
		SORT BY: Priority	
<input type="checkbox"/>	 Growth Chart your competitors' revenues	DUE: FEBRUARY 4, 2019 ADD TO MY CALENDAR	PRIORITY ↓
<input type="checkbox"/>	 Growth Get revenue data for competitors	DUE: FEBRUARY 4, 2019 ADD TO MY CALENDAR	PRIORITY ↓ ↑
<input type="checkbox"/>	 Large Potential Market Document your market's future	DUE: FEBRUARY 23, 2019 ADD TO MY CALENDAR	PRIORITY ↓ ↑
<input type="checkbox"/>	 Margin Advantage Project your future gross/net margins	DUE: FEBRUARY 8, 2019 ADD TO MY CALENDAR	PRIORITY ↓ ↑
<input type="checkbox"/>	 Legal Resolve all legal matters as soon as possible	DUE: FEBRUARY 4, 2019 ADD TO MY CALENDAR	PRIORITY ↑

From this view, your client can view the task details by clicking the icon in the left column, or simply click "SHOW DETAIL" icon at the top of the list.

UNDERSTANDING TASKS

Active Tasks

How it Works:

Suggested
Active
Completed

Show Detail
Hide Detail

SORT BY: Priority

Growth
Get revenue data for competitors

DUE: FEBRUARY 4, 2019
 ADD TO MY CALENDAR

PRIORITY
 ↓

CREATED: January 25, 2019 DUE DATE: February 4, 2019 (in 9 days) AGE: about 5 hours

Acquiring revenue data for your competitors is not always easy, but at the very least you can estimate their revenues relative to your own.

CLIENT NOTES:

ADVISOR NOTES:

Joe,
 We should discuss the best approach for this. We'll probably have to make some assumptions based on industry figures. Here's a couple places to get started with research and then let's pull together your data when we meet on the 10th.

<https://www.inc.com/inc5000/list/2018>
<https://ryanborn.net/revenue-estimates/>

Edit Task
Delete Task

Growth
Chart your competitors' revenues

DUE: FEBRUARY 4, 2019
 ADD TO MY CALENDAR

PRIORITY
 ↓ ↑

CREATED: January 25, 2019 DUE DATE: February 4, 2019 (in 9 days) AGE: about 5 hours

Create a chart or graph that shows your top 2 or 3 competitors' revenue over several years, and compare their revenue trend with yours.

CLIENT NOTES:

ADVISOR NOTES:

This should be relatively straightforward once we complete the research from the other task.

Edit Task
Delete Task

Large Potential Market
Document your market's future

DUE: FEBRUARY 23, 2019
 ADD TO MY CALENDAR

PRIORITY
 ↓ ↑

CREATED: January 25, 2019 DUE DATE: February 23, 2019 (in 26 days) AGE: about 5 hours

Document where you think the market will be in the next 1, 5, and 10 years. Ideally, you are in a growing market, providing substantial opportunity for your company to grow and make tons of money.

CLIENT NOTES:

ADVISOR NOTES:

You're a member of the NAM we can get reports from the association to help us with this task.

Edit Task
Delete Task

% Margin Advantage
Project your future gross/net margins

DUE: FEBRUARY 8, 2019
 ADD TO MY CALENDAR

PRIORITY
 ↓ ↑

CREATED: January 25, 2019 DUE DATE: February 8, 2019 (in 13 days) AGE: about 5 hours

Create projections showing improving gross and net margins, and be able to support your assumptions behind these rosy projections.

CLIENT NOTES:

ADVISOR NOTES:

Edit Task
Delete Task

Legal
Resolve all legal matters as soon as possible

DUE: FEBRUARY 4, 2019
 ADD TO MY CALENDAR

PRIORITY
 ↑

CREATED: January 25, 2019 DUE DATE: February 4, 2019 (in 9 days) AGE: about 5 hours

There's nothing like legal problems to distract you and potentially keep you awake at night. Make sure you have good legal representation, settle when you can, and take action to prevent these types of issues arising in the first place.

CLIENT NOTES:

ADVISOR NOTES:


We've got some suggestions for representation on this matter in the event your current representation can't adequately handle your case.

Edit Task
Delete Task


UNDERSTANDING TASKS

Once the task(s) have been executed, you'll want your client to mark them completed by checking the 'Done' box on the left side of the task window. This will trigger our system to reveal the original answer your client provided and give them the opportunity to revise their original answer, which updates their CoreValue rating.

Change Answer

 **Litigation**

Congratulations!



You have completed the task 'Resolve all legal matters as soon as possible'. Now update your workbook status below to record your progress.

Goal: There are no claims for or against your company, or its employees, resulting in formal proceedings.


There's nothing like legal problems to distract you and potentially keep you awake at night. Make sure you have good legal representation, settle when you can, and take action to prevent these types of issues arising in the first place.

- We do not have any claims against our company or our employees
- We have a claim but it is being resolved
- We have a claim that may result in formal proceedings
- We have pending or active litigation, but it's not a big threat to our company
- We have pending or active litigation that's a real doozie

Add comment

You can provide comments and they will appear in your workbook and vault.

Change Answer

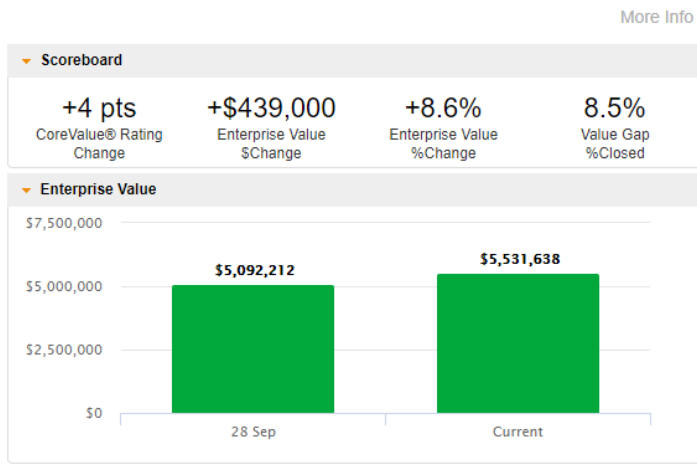
 **Litigation**

Congratulations!

We have a claim but it is being resolved

Your net change in theoretical Enterprise Value is: 579,500

The system will then recalculate the Enterprise Value and Value Gap of the business. The impact of the updated answer will be displayed as PROGRESS on the Client Dashboard:




UNDERSTANDING TASKS

The progress is also displayed on the BUSINESS DETAIL section of the Advisor Dashboard:

Business Detail for [REDACTED]

Fundamentals	
Industry	Manufacturing (31-33)
Primary Objective	Sustainable Growth
Employees	55
Annual Revenue	\$15,650,000
Annual Profit	\$1,250,000

Status	
CoreValue® Rating:	57
Enterprise Value:	\$5,530,000
Potential Value:	\$7,990,000
Value Gap:	\$2,450,000

 Growth Plan : 9% complete

Progress	
CoreValue® Rating:	+4 pts
Enterprise Value:	+\$439,000
Enterprise Value:	+8.63%
Value Gap Closed:	8.47%