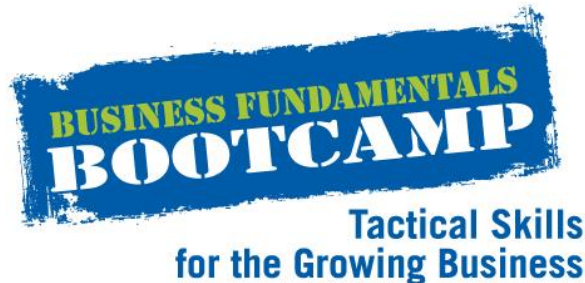


Strategies for Business Growth

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Career Highlights

- 10 years public accounting with top-tier midmarket CPA firm Blackman Kallick (merged with Plante Moran) and Ernst & Young
- Managed worldwide audits at EY for two Fortune 500 companies
- Promoted to CFO of NADEX (US division of UK FTSE 250 company, IG Group) within two years of hire as Controller
- Lead strategic initiatives resulting in over \$100M in value growth
- 18+ years of progressive experience; variety of industry and technical experience; specialize in business strategy and financial planning/analysis



Why Rudder

- Share big business experience and best practices with underserved small businesses
- Help entrepreneurs realize their passion/purpose
- Entrepreneurial/creative outlet
- Partnering with like minded people
- Variety & challenge

Growth Preventers

- Scattered focus
- Insufficient planning
- Lack of alignment
- Poor execution

Steps Toward Growth

1. Take inventory
2. Create a solid plan
3. Grow up

Take Inventory

What's your...

- Purpose
- Values
- Vision
- Goals

Do you have (or can you get) what it takes?

- Makeup
- Support network
- Team
- Business model
- Cash

Create a Solid Plan

- Business model
- Projections
- Strategic objectives
- Talent
- Timeline
- Metrics
- Risk management
- Document

Grow Up

- Align/engage
- Roles/expectations
- Operational policies/procedures/systems
- Communication rhythms
- Financial pulse
- More planning!

Remember

- Assess – take inventory
- Plan – create a solid plan
- Execute – grow up

QUESTIONS?

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