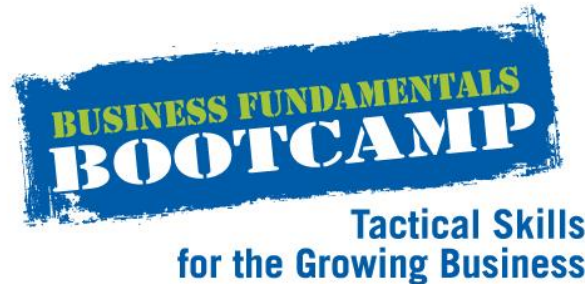


Keys to building business value

Gary K. Aldridge
Aldridge Valuation Advisors
gary@garyaldridge.com
www.Garyaldridge.com



Keys to building business value

About AVA

Measure and grow value

- **WHAT I DO:** I help business owners measure and grow value through Business Valuation and CFO Advisory Services.
- **WHO I SERVE:** business owners/CEOs and the trusted advisors who serve them such as attorneys, CPA's, bankers, and others.
- **WHAT SETS ME APART:** the combination of measuring **AND** growing business value with a long track record of “real world, down in the trenches, roll up my shirt sleeves” experience as a CFO.
- **HOW I DO IT** includes identifying your needs that will get you moving in the right direction. To measure value, I prepare a business valuation for your specific purpose. To grow value, I analyze your current situation, prepare a plan of action, and execute that plan.
- **WHY:** to increase your time, money, and freedom.

My promise

- *Be relevant*
- *Add value*
- *Give takeaways*

Measure and grow value



Keys to building value

- *Price is what you pay. Value is what you get.” Warren Buffet*
- ***Every decision you make affects your business value***
- *Busy < = > creating value*
- *Value = Benefits > Costs*
- *Is your business one of Premium value or Fixer upper (*house)*

Measure and grow value



Agenda

- *Keys to building business value*

1. *Leverage you!*
2. *Cash*
3. *Reduce risk*
4. *Throughput*
5. *Accountability*
6. *Execute*

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1. Leverage you!

- *Spend 80% of time with new and existing customers**
- Surround yourself with “A” players
- Communicate verbally and in writing*

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2. Cash

- ***Prepare annual cash flow projections*** using Low, Best Case, High scenarios*
- P&L + Balance Sheet= SCF
- Include impact on A/R, Inventory, A/P, Debt payments, and tax payments
- Prepare 90 day rolling cash flow projections*

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3. Reduce risk

- ***Diversify*** customers*
- ***Diversify*** industries*
- Automate*
- Delegate to “A” players
- View your business from a ***buyers perspective***
- ***If you were the buyer, what would you change?***

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4. Throughput

Remove bottlenecks

- Sales*
- Operations*
- Finance*
- Human Resources*
- Technology

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5. Accountability

- Sales
- Operations
- Finance
- Human Resources
- Technology

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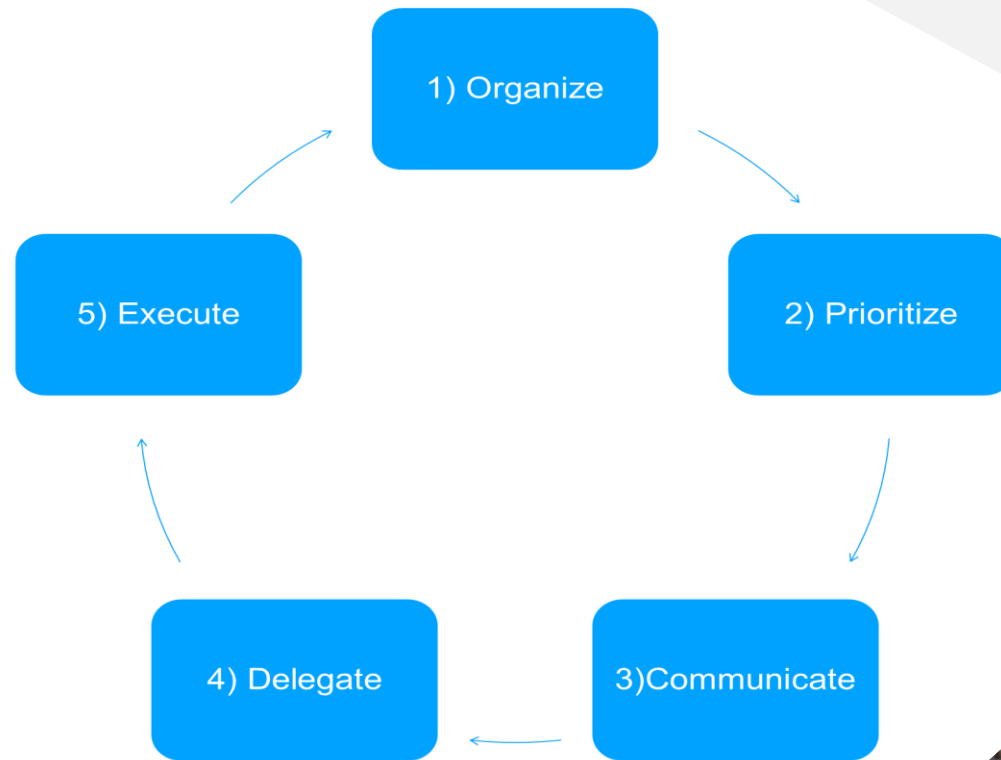


5. Accountability Chart

	What needs to be done?	Person/team responsible?	What is current status?	Completion date
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

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6. Execute*



Measure and grow value

Takeaways

1. Leverage you! **80% rule**
2. Cash: **prepare complete projections**
3. Reduce risk: **diversify**
4. Throughput: **remove bottlenecks**
5. Accountability: **use chart**
6. Execute: **rinse and repeat**

Measure and grow value





Contact me



Gary Aldridge



615 594 9910



gary@garyaldridge.com



www.garyaldridge.com



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