

Leveraging Effective Systems and Your People to Achieve Your Growth Goals

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Agenda

- 'E' Systems
 - 7 Steps to Increased Profitability
- 'O' Systems
 - 5S's of Employee Engagement
- Synthesize and Integrate
 - Who?
 - When?
 - How?
- Q&A
- Key Takeaway:
 - This presentation will begin with theory of Top-down vs. Bottom-up organizational systems; then delve into practical methods and techniques that you can start using today to drive towards your growth goals.
 - Hold the tension between 'E' and 'O' Systems to unlock growth and organizational potential.

What are 'E' and 'O' Systems?

'E' and 'O' Improvement and Growth Systems

| <i>Purpose and Means</i> | <i>'E' Systems</i> | <i>'O' Systems</i> |
|--------------------------|-------------------------|-------------------------------------|
| Purpose: | Maximize Economic Value | Develop Organizational Capabilities |
| Leadership: | Top-down | Participative |
| Focus: | Structure and Systems | Development of People |
| Planning: | Programmatic | Emergent |
| Motivation: | Incentives lead | Incentives lag |
| Consultants/trainers: | Knowledge-driven | Process-driven |

Practical Application for 'E' Growth Systems

7 Steps to Increased Profitability

| <i>Process:</i> | <i>Purpose</i> | <i>'E' Characteristic</i> |
|---|--|-------------------------------------|
| 1 Annual Strategic Plan | Define Strategy, Resources, and Goals | Top-down |
| 2 Annual Financial Budget (by Dept.) | Set financial measures of success | Maximize Economic Value |
| 3 Annual Employee Reviews | Align Employees goals with annual performance goals | Structure and Systems, Programmatic |
| 4 Monthly Management Review | Review operating results and make minor course corrections | Structure and Systems |
| 5 Individual/Team Incentives | Align departmental and individual performance to profitability | Incentives lead |
| 6 Weekly Reports | Evaluate team results - foundational management system | Structure and Systems, Programmatic |
| 7 Daily reports | Development of Front-line Employees | Structure and Systems |

Practical Application for 'O' Growth Systems

5S's of Employee Engagement

| <i>Process:</i> | <i>Purpose</i> | <i>'O' Characteristic</i> |
|-----------------|---|--|
| 1 Salary | Barrier to Entry - Necessary Condition | Culture and People (Air) |
| 2 Security | The ability to develop with the organization over time (longterm growth) | Incentives lag and are non-monetary (Body) |
| 3 Schooling | Raise organizational watermark by raising individual watermarks | Development of People (Brain) |
| 4 Significance | Ability to positively affect others in their family, the workplace, community, charitable events | Incentives lag, Participative (Heart) |
| 5 Standards | High standards of values, ethics, and participation supported at every level of the organization through effective business systems | Participative, Process-Driven (Soul) |

Opportunities for Synthesis and Integration...#Butfirst

Who?

YOU!

When?

NOW! (Don't Waste a Crisis)

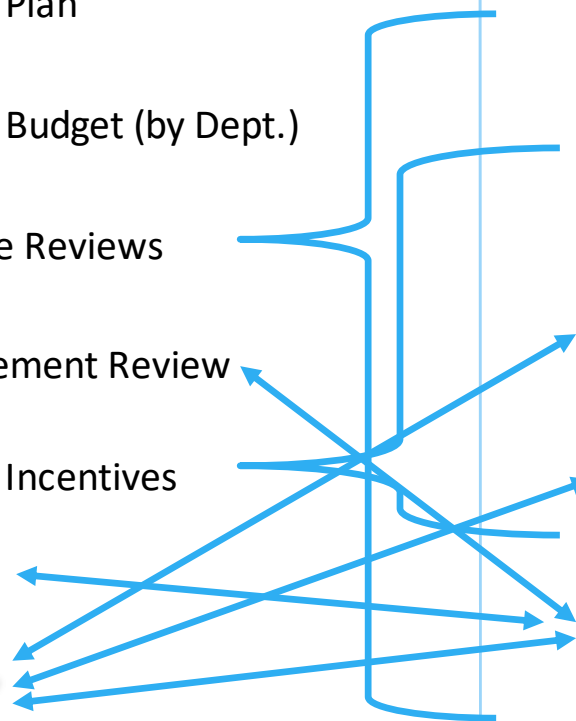
Hold the Tension between these Two Growth Systems

'E' Systems

- 1 Annual Strategic Plan
- 2 Annual Financial Budget (by Dept.)
- 3 Annual Employee Reviews
- 4 Monthly Management Review
- 5 Individual/Team Incentives
- 6 Weekly Reports
- 7 Daily reports ★

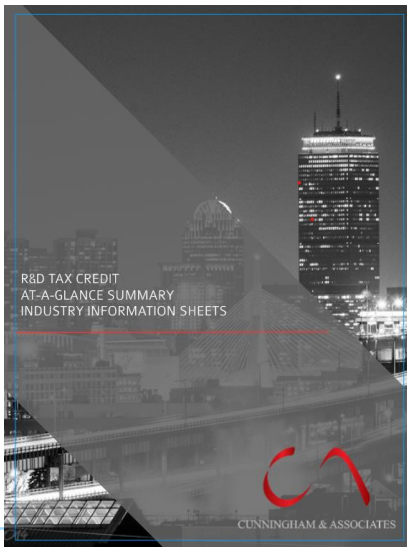
'O' Systems

- 1 Salary
- 2 Security
- 3 Schooling
- 4 Significance
- 5 Standards



Available Resources for 'E' and 'O' Growth

WORKFORCE TRAINING FUND



R&D Tax Credit

At a Glance

Only 1 in 20 eligible companies take advantage of R&D Tax Credits. With the broadened definition of R&D, more companies are eligible than ever before.

What is R&D?

R&D Tax Credits are a Federal (and many states) tax incentive put in place to promote domestic innovation and production. This tax incentive provides many organizations with an additional dollar-for-dollar tax deduction for innovation, process improvement and the adoption of new business components.

Common Qualifying Activities

- 3D Modeling
- New Product Development
- Engineering
- Process Improvement
- Design
- Outside Services / Consultant
- Custom Tooling
- Prototyping
- Bringing on New Business Component
- Product Customization
- Value Engineering

** SEE INDUSTRY INFORMATION SHEETS FOR MORE INFO

Common Qualifying Expenses

- Wages and Self-Employment Earnings
- 65% of Subcontracted Expenses
- Supplies - Non-depreciable Property

The CBA Credit Management Philosophy

We employ a holistic strategy to managing your credit claim. Our team will take a deep dive into your business systems, activities, tax position, and personnel. This commitment to our clients allows us to provide next level service, with a higher than average return on investment.

CBA's Main Value Drivers

Less Expensive - We typically cost 25% - 60% less.
More Proactive - We dive deep into each client to maximize credits and strengthen documentation.
Faster - The vast majority of our documentation is ready prior to original filing deadlines.



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Why?

Key Takeaways

- This presentation will address how to leverage effective business systems to inspire, motivate, and develop employees to realize your organization's growth goals
- Hold the tension between 'E' and 'O' Systems to unlock growth and organizational potential.

Tom Peters on Holding this Tension

- “We found that the most exciting and profitable environments that treated people very well, were also tough as nails. There is no bureaucratic mumbo-jumbo...excellent companies provide two things simultaneously: tough environments and very supportive environments.”

Open Q&A

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