



CAPITAL CITY
PROFESSIONAL SERVICES, LLC

**Strategic Planning:
Your roadmap to
giving you the life
you want**

The pain

Have you ever felt...

- You're working too hard and too many hours, or
- Your business isn't growing fast enough, or
- You're not making enough money, or even
- Business isn't as fun as it used to be?

If so, don't worry. You're not alone.

Business is hard. And for the owner of a small business, it can be lonely.

It's hard whether you're just starting out or having an established business. Just consider these facts:

- According to the U.S. Small Business Administration (SBA), **40 percent of new small businesses fail within 2 years**. That's an alarming failure rate among start-up businesses.
- The SBA also reports that **60 percent of small businesses that fail are**

profitable when they fail. By the time most businesses realize they are in trouble, it is often **too late to get help**. The business can be too upside-down for a lending institution or investor to take the risk.

- On a positive note, businesses that actively plan—meaning they plan and measure against the plan—grow 30 percent faster. A comprehensive research study by Cranfield University, "Do Business Plans Add Value?" discovered businesses that actively plan grow **30 percent faster**.

Let's consider some of the reasons for these alarming statistics.

The reasons so many small businesses fail

- A confusion between profits and cash, and delaying tracking cash until it's a critical problem—small business start-ups are prone to simply running out of cash
- An inability to build a profitable

business model with an understanding of revenue, expense drivers, and product margin

- Failure to create and communicate concise value propositions in a clear and compelling way
- No real differentiation in the market, which makes price the only competitive advantage
- Emotional pricing instead of strategic pricing; reacting to gut feel and emotion rather than data
- Not communicating with customers to understand their needs, leading to a lack of understanding of the market
- Lack of strategic business planning
- Rapid expansion leading to over spending and running out of cash
- A lack of systems and processes for operations, as well as sales and marketing (both are important)

It doesn't get any easier after five years. Growth brings opportunity, but also a new set of problems to tackle.

The challenges facing the established business

Businesses that have been established for five or more years have typically gone through an initial high growth phase, but without strategic planning, they can start to stagnate.

Some of the common problems we find include:

- Constant cash flow issues due to the demands of high overhead and working capital needs
- Slow growth and lack of strategies to grow sales
- Downward pressure on price and margins
- Working harder without seeing results
- Consistently falling short of profit targets

More than tax planning

Tax planning alone will not help a business grow and realize better profit and margins. Tax planning is critical to help minimize taxes, but does not help build strategic

programs to grow a business.

Real business growth—growth that leads to increased valuation—comes from increasing revenues, gross margin, and net profit.

So, what is the solution?

The answer is to **revisit your strategy**, your reason for being in business and what you want to achieve.

This can be frustrating work, for reasons such as:

- Financial statements are hard to read and interpret—they don't seem like business management tools. Business owners often tell us, "I know my business. I don't understand how the numbers can help me make better decisions."
- It's hard to make spending decisions, or business growth decisions. Business owners tell us that it "feels like trial and error."
- You know your accountant has the information, but it's hard to know what questions you need to ask to access that information.
- Planning seems like a good idea, but "I

don't know how to do it in a way that will help my business."

- "I know I need to set goals and monitor progress, but I don't know how, and **I don't have time.**"

Our strategic planning program will help you identify what you want to achieve and how to get there. We work with you to create a roadmap that gives you a clear picture of how to build the business you want.

This service is for ambitious business owners who want to get better results.

Some of the key areas that we may cover if they are important to you include:

- How to set and achieve your personal and business goals
- How to identify and tackle the major challenges facing your business
- How to win more customers - and earn more money from them - than ever before
- How to never lose another customer ever again by making yours the most talked about customer service in your industry or area



So how much is your investment

We know that everyone is different. Your business is unique. So, we provide you with a range of options so you can choose the package that best meets your needs.

For each of those packages we give you a fixed price so you can budget and plan. And each of those packages can be tailored so that you get exactly what you want.

In other words, you're in complete control and can build the strategic planning program that best meets your needs and budget.

Your options at a glance

Whatever your business, you will find one of our strategic planning bundles to suit your needs. The table below summarizes what is included within each of our strategic planning service levels. To help you identify the best option for you here is a quick overview:

Business reengineering - This is the best option for ambitious business owners who want the most comprehensive level of help in achieving their business and personal goals. Here we go beyond the strategic planning and work closely with you to implement your strategy.

Business growth - This is our most popular option because you get ongoing support beyond the initial strategic planning day. We work with you to create strategies for business growth and profit improvement.

Strategic planning - This option is best for those business owners who are on a tight budget or don't want to commit to a full program or just want pointing in the right direction.

Your options in detail

	Business Re-engineering	Profit Growth	Strategic Plan
Initial assessment – understanding your business	✓	✓	✓
Goal analysis	✓	✓	✓
Possibility analysis	✓	✓	✓
Financial Dashboard	✓	✓	✓
Benchmark metrics for your business	✓	✓	✓
Strategic planning session	✓	✓	✓
Strategic action plan	✓	✓	✓
Ultimate cash mining system	✓	✓	✗
Fast money formula	✓	✗	✗
Forecasting by the numbers	✓	✗	✗
Dealing with your banker	✓	✗	✗
Simple business valuation formula	✓	✗	✗
Deliberate exit strategy	✓	✗	✗
Accountability program	✓	✓	✗
Measuring the things that really matter	✓	✓	✗
Business review meetings	✓	✓	✗
Unlimited email and telephone support	✓	✓	✗



How you benefit from our *strategic planning session*

There are 5 stages we take you through during our strategic planning meeting:

Stage 1

We carry out an initial assessment to get a better understanding of your business and a clear picture of where you are now. This includes the most important numbers in your business and what those numbers are now. This process will give you greater clarity on where you and your business are.

Stage 2

Working together we look at what is important to you, what you want to achieve both personally and in business and build your goals. This stage will give

you clarity on where you want to be in your life and in business.

Stage 3

This detailed analysis explores your business challenges, how to overcome those hurdles and ways to get from where you are now to where you want to be. We use a number of tools and processes to help you map out your strategies for getting to where you want to be.

Stage 4

Using our skill with numbers we work together using 'what-if' analyses to identify possibilities and your potential. At the end of this stage, you will have a clear picture of how much profit your business

should be making.

Stage 5

We create a Strategic Action Plan giving you a roadmap for the way forward.

At the end of our session together you will have a clear picture of what needs doing, how to do it and when to do it so you can achieve the results you want from your life and from your business.

Of course, this is just a starting point. Next you have to then put the plan into action. Many of our clients choose to involve us in helping them to implement that plan and this is the purpose of our profit growth program.

Your extra benefits from our *Profit growth program*:

Ultimate cash mining system

Business owners often don't see the value in regular financial analysis. They often need cash and don't know where to look to find it. This system takes a deep dive to locate hidden cash opportunities using the financial doctor method. We develop a clear and concise way to show you where your business is leaking cash.

Accountability program

One of the keys to success is taking action. You need to do the things necessary to move you towards your goals. Unfortunately, this is harder than it sounds. The day-to-day running of a business often gets in the way.

Having an external person holding you accountable helps you to get the right things done. We will schedule a monthly meeting with you to help you work through your strategic action plan and provide help and support. This external support will make it much more likely you achieve your personal and business goals.

Measuring the things that really matter

Numbers are really important. Not all numbers, but the right numbers are. Perhaps you've heard the phrase '*what gets measured gets done*'. We help you to identify the really important numbers and how to measure them.

Measuring these numbers on a regular basis helps keep you focused on moving towards your goal and increase the chances of you being successful.

Business review meeting

One of the things that all of the most successful companies have in common is they hold regular board meetings to discuss strategy. What's more, in our experience, when businesses – even sole proprietors – start holding board meetings they immediately start thinking like, acting like and achieving like their bigger and more successful counterparts.

In this meeting, we will review your strategic action plan, review the numbers that really matter and help you with your strategy.

You can choose whether you would like

this meeting support monthly, quarterly or semi-annual.

Unlimited email and telephone support

Your fixed price is fully inclusive of unlimited email and telephone support for advice on ad-hoc matters.

This means that you can call on us at any time knowing that you will never be charged for our time or advice. So, I hope you will feel free to speak to us whenever you need to, without ever having to worry about the cost.

Of course, if the issues raised at any of these unlimited free consultations (or anywhere else) require research or analysis beyond the consultation, we will give you a fixed price quotation for that extra work before any additional work is started. This means you will NEVER get an unexpected bill.

Your extra benefits from our *Business re-engineering:*

Our business reengineering program goes beyond the strategic planning. We work closely with you to implement your strategy. This is a structured 12-month program that includes everything above plus all of the following:

Fast money formula

Business owners' hate to be surprised by cash flow problems. Often, they have difficulty keeping up with successful growth. We help you understand how cash moves through a company and be able to explain the process. We help you identify the levers of cash flow and when to use them.

Forecasting by the numbers

Are you uncertain about the future and your business? Do your business plans never quite match reality, if you plan at all? We use a step-by-step forecasting method that matches reality with realistic expectations. You learn to control growth without running out of cash.

Dealing with your banker

You need to understand how debt works in a small business. Learn how to feel confident when you are preparing your business to apply for a loan. Learn the things bankers are looking at when evaluating

your business and learn the components of a loan package to help your business prepare.

Simple business valuation formula

Are you preparing your business for sale and don't want to overprice it? You want to understand what your business is worth. Learn two techniques for confidently valuing your business and build a negotiation plan for selling your business.

Deliberate exit strategy

You are ready to retire and you want to understand your options. Then you need a method to evaluate your business' situation. Learn the different methods of exiting a business and use a consistent process to guide your team to the best option.

As Michael Gerber says, "Most businesses don't work, it's the people who own them do." This is down to a lack of systems. It's why most business owners work too hard and have too few holidays... they need to be there every day to ensure the business is working.

The solution is systems.

We show you how to create systems for your business, how to prioritize which systems to create first and then work with you to help you every step of the way throughout this reengineering program.



Popular add-ons

Here are some of the related services that are most popular:

Cloud Accounting Set Up: Installing a cloud accounting system

A cloud accounting system will **make your life so much easier**. Here are some of the benefits:

- It saves you a very significant amount of time,
- Gives you 24/7 access to up-to-date financial information and reports (you can use cloud-based software from any device with an internet connection),
- You can sleep at night knowing your sensitive financial data is always secure and backed-up automatically,
- No system downtime because all software upgrades are automatically installed. This worry-free maintenance saves you time and hassle,
- It reduces your accountancy fees because it makes it easier for your accountant to produce end of year accounts, and
- Since your accountant can access your data 24/7 you get more value from an accountant – they will help you run and grow your business rather than just adding up the numbers.

We will set up your cloud accounting system, provide full advice and training.

Cloud Reporting: Monthly or quarterly reporting, cash flow forecasting and budgeting

Management reports, forecasting and budgeting help you plan and will give you an early-warning signal if you are likely to face cash shortages. Our management reporting service is broken down into three packages so you can choose the one that works best for you. This service will give you a continually up-to-date complete picture of what your business might look like in the future. In fact, this is such a powerful business planning tool banks very often insist on it as part of raising finance.

Cloud Tax preparation

Here we will deal with the business and personal tax returns of the business owners. We will calculate the tax due for each business and individual owner, help them manage their corporate and personal tax affairs and carry out a personal tax planning review.

Annual pre-year-end planning

We want to assist in year-end and long-range strategic tax planning to structure transactions

and lower taxes. It's one of the biggest expenses you will have in life. That is why we specialize in helping our clients plan their tax affairs so that you don't give the taxman a penny more than your fair share of what you've earned.

Each year we will carry out detailed and comprehensive tax planning reviews BEFORE the tax year end to ensure that you pay not a penny more than your fair share. These will include:

- **Detailed business tax planning**, so that you keep more of your hard-earned cash and minimize taxation liability and maximum credits and deductions.
- **Detailed personal tax planning**, including the very best way to extract cash and profits from your business.





CAPITAL CITY
PROFESSIONAL SERVICES, LLC

WE'RE HERE FOR YOU

Planning, calculating and managing
your businesses financial assets.

CALL OR EMAIL FOR A CONSULTATION

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