

# How To Maximize Stakeholder Value

**OUR MODEL OF SOUND BUSINESS PLANNING AND ECONOMIC DECISION MAKING WILL PROPEL YOUR MANAGEMENT TEAM TOWARD A RELENTLESS FOCUS ON EXCELLENCE AND LONG TERM VALUE CREATION!**

**MOST MANAGEMENT TEAMS TRY TO CREATE VALUE FOR THEIR STAKEHOLDERS, BUT THEY FALL SHORT. WHY IS THIS?**

- Too many managers don't understand how their business model generates cash flow
- They allow poor decision making to drain cash and thus undermine value growth

**MOST MANAGEMENT TEAMS CREATE STRATEGIC PLANS, YET FAIL TO GET EXPECTED RESULTS. WHY IS THIS?**

- A majority don't cascade the vision and strategies to every level of the organization
- They neglect to align managers with the corporate plan and make them accountable

**OUR MANAGEMENT PROGRAM WILL EMPOWER YOUR TEAM WITH:**

## **SOUND BUSINESS PLANNING**

- Define a clear vision and mission statement
- Develop value creating strategies
- Create focused objectives and action plans
- Throughout the organization
  - cascade strategies to every level
  - achieve alignment and accountability

## **SOUND DECISION MAKING**

- Understand the economics of your business model
- Identify key value drivers in all areas
- Manage all activities within a cash flow context
- Evaluate decisions for positive cash flow
- Focus analysis and decisions on value creation



*Dr. Helfert, author, educator, entrepreneur, and former corporate executive serves as advisor and coach to help managers excel in effectiveness and value creation for their companies.*



*Mr. Light has been CEO of both private and public companies, successfully executed turnarounds and IPOs, and advised numerous executives on how to create long-term value for their stakeholders.*

*Techniques of Financial Analysis, by Dr. Erich Helfert*



*The One Page Business Plan, by Jim Horan*

**Receive both of these best selling books when arranging this program for your team.**

*"Dr. Helfert's excellent financial overviews and simplified models effectively broadened our managers' understanding and ownership of their fiscal responsibility to HP and our shareholders"*  
**Robert P. Wayman, Executive Vice President and CFO, Hewlett-Packard Company**

*"This is the new way to plan. No wasted time. In a short time, I had a solid draft. Two days later my entire team had their One Page Plans drafted and ready for review and alignment. Time previously spent on planning is now being spent on execution."*  
**Craig Peddie, VP and General Manager AOL**

**TO LEARN MORE ABOUT HOW WE CAN CREATE A PERFORMANCE-ENHANCING, DYNAMIC, CUSTOMIZED PROGRAM TO MEET YOUR TEAM'S NEEDS, CALL TOLL FREE 866-864-8200 OR VISIT ONLINE AT [www.businessbuilders.bz](http://www.businessbuilders.bz)**