

BLUEPRINT FOR A PERFORMANCE CULTURE:

BUSINESS PERFORMANCE MANAGER



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INTRODUCTION

Growing, financing, and operating a business is not easy, but having timely access to accurate market intelligence, a properly positioned product/service offering, an effective plan, adequate financial resources, and competent help can make a huge difference.

Today's global economy is putting tremendous pressure on middle market companies. U.S.-based businesses hoping to succeed in this environment must have a defensible and sustainable competitive advantage and ready access to the financial resources needed to fully execute their business plans.

While most mid-market companies probably understand what they need to do, many lack the dedicated senior financial and planning staff required to sustain the kind of vigilant, disciplined, and competent effort necessary for achieving these results.

For those who would welcome the help but don't think they can afford it, NBFC offers an affordable alternative. We serve as the senior-level strategic planner and/or CFO for our client companies. We don't just come in and tell people what to do. Our model is to serve



on the front lines, alongside the rest of the management team, taking full responsibility for our efforts and sharing responsibility for the success of the business.

Our clients engage us on an as-needed basis and we don't require long term contracts. This flexible arrangement ensures that our clients get the ongoing services they need but might not otherwise be able to afford. We are also available for limited, one time engagements. These are typically quoted up front on a fixed fee basis, with a clearly articulated list of project milestones, deliverables, and timeframes for completing the assignment.

We invite you to review the enclosed and hope you'll find what you're looking for.

WHAT IS BUSINESS PERFORMANCE MANAGER?

Business Performance Manager (BPM) is a best practices service for managing the senior-level planning and financial functions of your organization. Two of the greatest challenges faced by CEO's in this competitive global marketplace are increasing sales and securing the capital needed to execute their business plans. **BPM** is designed to help company's achieve these objectives and more.

In our planning role, we serve as the strategic arm of your marketing/sales organization, helping to gather critical market and competitor intelligence, position the company for success, and execute effectively.

For those companies that don't already have a Financial VP, we provide the critical financial advisory services needed to support decision making, measure performance, raise capital, and maintain cash flow. As the value leader in our category and by working with your existing staff and outside accounting firm, we are often able to provide a greater depth and breadth of services at a lower cost than the traditional approach to staffing the senior-level financial function!

Following on the next pages is a brief listing and description of the services delivered under the umbrella of our **Business Performance Manager** program. These include...

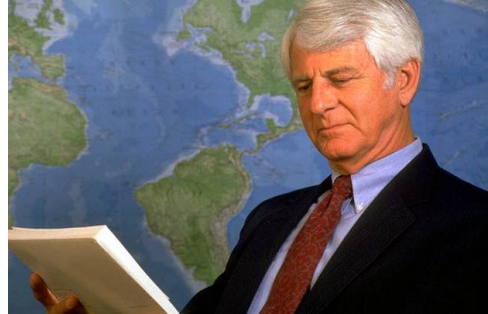
- 1. OVERSEEING AND DIRECTING THE BUSINESS PLANNING FUNCTION.**
- 2. IMPLEMENTING AND MAINTAINING OUR BEST-PRACTICES BLUEPRINT FOR A PERFORMANCE CULTURE MANAGEMENT SYSTEM.**
- 3. FINANCIAL ANALYSIS AND ADVISORY.**
- 4. OTHER RELATED SERVICES.**



BPM SERVICES DESCRIPTION

1. OVERSEE AND DIRECT THE BUSINESS PLANNING FUNCTION.

Our principal role will be to serve as strategy finders, analysts, catalysts, and strategic programmers. ***Strategic Market Management*** services include but are not limited to:



- Assisting management in identifying, gathering, and analyzing the customer, competitor, industry, market, and environmental data needed to properly assess external threats and opportunities and develop appropriate strategies.
- Identifying various strategic options and approaches to assist management in formulating strategy and acquiring the assets and competencies needed to develop or maintain a sustainable competitive advantage.
- Conducting all planning meetings and provide complete project management services (this is a collaborative effort to be performed with and under the direct supervision of the CEO).
- Assisting in identifying and analyzing internal issues and roadblocks to success.
- Performing a detailed line-item analysis of the company's historical financial statements to benchmark past performance, perform industry comparisons, and provide a baseline for projecting future activity.
- Preparing and maintaining prospective financial statements reflecting best case, worst case, and most probable case scenarios. Includes full analytics for evaluating the outcomes of proposed strategic options.
- Preparing and maintaining an internal business plan document. Consistent with our planning philosophy, this is a dynamic report designed to be updated on an as-needed basis.
- Assisting in developing, maintaining, and analyzing key reports and metrics for monitoring the Company's progress and measuring the Company's performance.

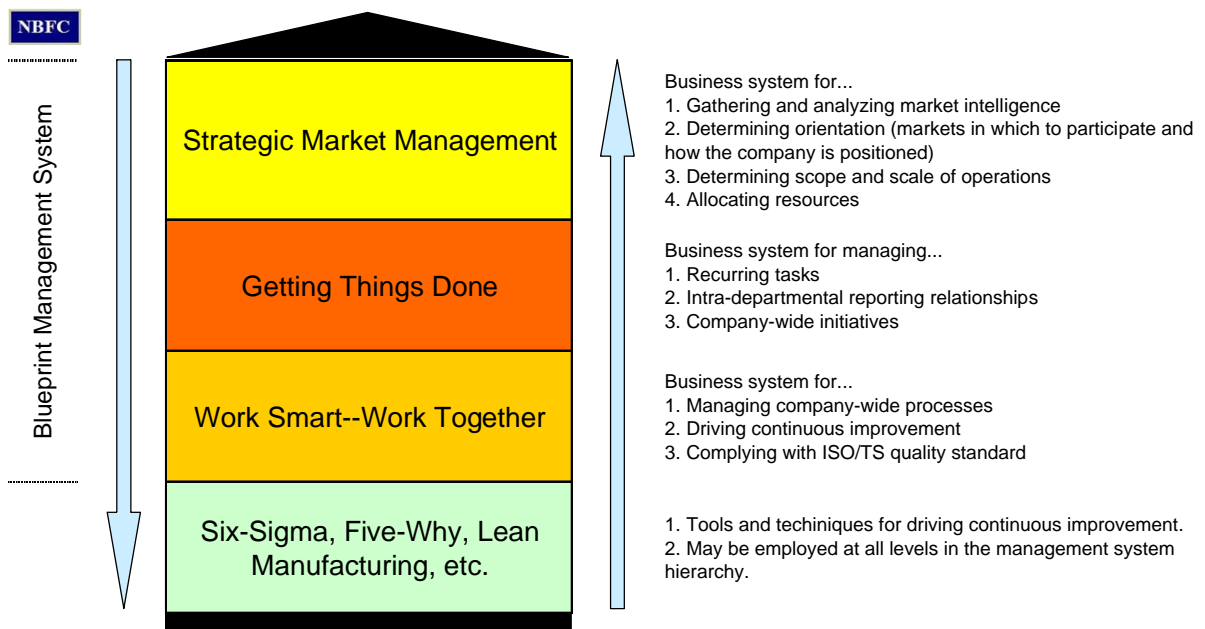
NBFC Business Performance Manager Overview

2. IMPLEMENT AND MAINTAIN OUR BEST-PRACTICES BLUEPRINT FOR A PERFORMANCE CULTURE MANAGEMENT SYSTEM.

BPC is designed to supercharge a company's performance and drive continuous improvement. The system consists of two major components:

- **Getting Things Done:** an execution model for managing the functional organization and company initiatives, and
- **WorkSmart/WorkTogether:** an execution model for managing major processes.

Our role will include directing and overseeing all activities related to the implementation and maintenance of this best-practices system for maximizing operational effectiveness.



NBFC Business Performance Manager Overview

3. FINANCIAL ANALYSIS AND ADVISORY.

Services include but are not limited to...

- Appraising the organization's financial position and issuing periodic reports on the organization's financial stability, liquidity, and growth for quarter/YTD/ and 12-month rolling.
- Reviewing detail sales analysis reports for quarter/YTD/12-month rolling (by category, customer, profitability, gross contribution, gross contribution margin, etc).
- Preparing and maintaining 13-week cash flow.
- Preparing and updating rolling 12-month forecast.
- Analyzing the company's capital structure, credit facilities, and loan portfolio (interest rates, covenants, balloon dates, renewal dates) and taking appropriate action, if required.
- Preparing and updating a classic business/financing plan document. This is an effective tool for presenting the company's vision, raising capital, renegotiating or restructuring existing loan covenants, and communicating with your board, investors, bankers, and other stakeholders.
- Maintaining communications with stockholders, financial institutions, and the investment community.
- Valuation of the subject business unit (as client advisors).
- Mergers and acquisitions due diligence (buy-side and sell-side)



NBFC Business Performance Manager Overview

4. WE MAY ALSO BE ENGAGED TO PROVIDE THE FOLLOWING SERVICES, IF REQUESTED:

- Oversee and direct treasury activities.
- Oversee and direct budgeting activities.
- Coordinate audit activities (in cooperation with your accounting firm).
- Coordinate tax activities (in cooperation with your tax advisor).
- Oversee and direct internal accounting activities (in cooperation with your accounting firm).
- Oversee and direct purchasing activities.
- Oversee and direct real estate activities.
- Oversee and direct insurance activities.
- Oversee and direct A/R collection activities.
- Perform industry benchmarking and cost studies.
- Direct the controller and/or junior accounting personnel in providing and directing procedures and computer application systems necessary to maintain proper records and to afford adequate accounting controls and services.
- Assist in contract and labor negotiations (as business and not legal advisors).
- Oversee and direct investor relations activities.
- Analyze, consolidate, and direct all cost accounting procedures together with other statistical and routine reports.
- Oversee and direct the preparation and issuance of the corporation's annual report, if applicable.
- Direct and analyze other studies of general economic, business, and financial conditions and their impact on the organization's policies and operations.
- Turnaround and crisis management
- Business process reengineering
- System implementations

