

## step 1



## BUSINESS HEALTH CHECK

### Do you want peak performance?

Like the human body, a business is a living organism, a complex composition of systems synchronised to achieve specific outcomes. If one system is under performing it has a flow on effect to the whole organism. As humans we go to the doctor to help us pinpoint the problem so we can rectify it, return to optimal health and reach our true potential. A business is no different, structures and systems must be fully functioning to reach peak performance.

### Actions have consequences

Laird McPhee's Business Health Check helps to identify business health issues with the aim of improving profitability. This extensive analysis pinpoints areas that are under performing. The Health Check outlines how the business is currently positioned, its potential, and the areas for development. Most importantly, this analysis identifies the key performance indicators of your

business that are essential for improving the operational results of your business into the future.

The Business Health Check runs scenarios for you so that you can see the effects on profit and cashflow by changing key performance indicators.

### Why a business health check is valuable

- ✓ It gives you a guide to increase business value, net profit and cash flow
- ✓ It gives you strategies for improvement
- ✓ It gives you a guide to reduce debt
- ✓ It gives you a detailed analysis of your business to better understand how it works
- ✓ It gives you a better decision making tool
- ✓ It gives you a step-by-step process to follow
- ✓ It gives you greater confidence and control

### What you will get

1. A detailed financial scorecard on your business
2. An industry benchmark report for your business (when available)
3. A written report with instructions to increase your profitability
4. Easy to read diagnostic reports, flow charts and graphs
5. Interpretation of the key financials drivers of your business
6. Annualised and projected financial data on the potential of your business
7. What-if scenarios on key business drivers in your business

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If you want to know your past - look into your present conditions. If you want to know your future - look into your present actions.

Chinese proverb

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**Call today to put you and your business on track for financial success.**

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#### Services

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#### Business Altitude Products

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