

Decide what you want to achieve in the year - ie take your goals and plans and turn them into forecasts and budgets.

1 Forecasts and budgets

Measure how well you actually perform each month - using a combination of traditional management accounting and KPI's. And then use that information to fine-tune your action plans.

2 One Page Business Plan

Measure your full year's performance - by producing full financial accounts at the end of the year, as required by law.

3 Annual accounts

Evaluate your performance by comparing to previous years - so that the underlying trends are crystal clear.

4 Compare performance to previous years

Evaluate your performance by comparing it to the rest of your industry - using benchmarking to identify your strengths and weaknesses.

5 Compare your performance to your industry

Estimate how much your business is worth - so that you can assess how well you are creating value for the business owners

6 How much is your business worth

Calculate how much more profitable and valuable your business could be - use everything you have learned about your own performance and the performance of others to estimate how much more successful your business could be

7 Improvement potential

Develop a performance improvement plan - ie an action plan setting out precisely what you are going to do to improve your performance.

8 Improvement plan

Measuring the right numbers

HCA
Our philosophy

Our mission

- Help established businesses..
- Increase profits
- Increase value
 - Most owners neglect until they want out
 - Value based on a multiplier of underlying profits
 - Value linked to how redundant the owners are
- Make it more enjoyable
 - Personal goals, then..
 - Business goals

How do we do this?

- Intimate relationship
 - Regular meetings
 - Work together
 - Looking forward
- Understand your goals and aspirations
- Challenge your beliefs
- Measure the right numbers