



KPI IMPROVEMENT COACHING

OUTLINE AND BENEFITS

Why we developed this service.

The better you understand your business, the easier it will be to increase your profits and free up cashflow. We've developed this service to enable business owners to work out what the key drivers are in their business (we call these Key Performance Indicators, or KPIs). We want you to learn how to measure them accurately, then apply strategies and tactics to improve each KPI.

Who should have a meeting?

Any business owner who wants to better understand how to drive increased profit, cashflow and ultimately, business value, will benefit from this service.

What is involved?

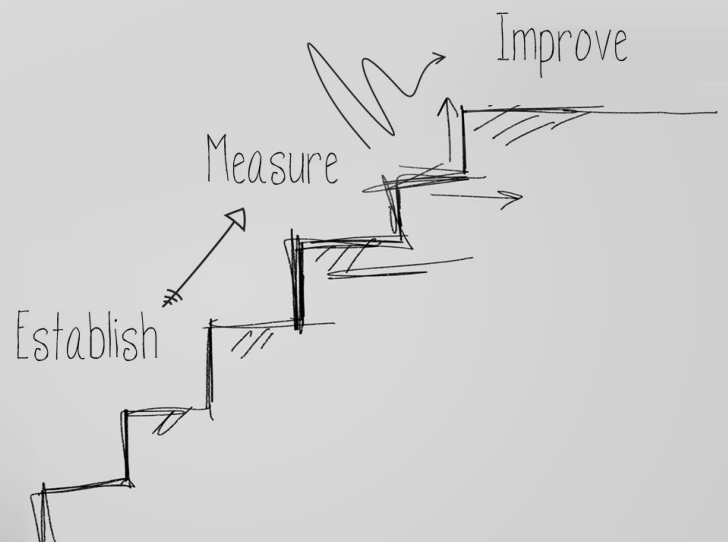
First we work together to establish the key drivers in your business. These may be financial (e.g. gross profit margin or average annual customer spend) or non-financial (e.g. customer satisfaction ratings). Then we teach you how to measure each KPI and track

them via a cloud based performance dashboard. We like to limit the number of KPIs you're monitoring to the most important ones (the ones that will make the most powerful difference to your business).

Once you're confident measuring each key driver accurately, we'll work with you on a monthly basis to form a tactical plan that includes all of the business processes and behavioural changes needed to improve your results. It's remarkable how simple changes to your business processes can improve your key drivers. What you measure you can manage.

When should I sign up for this service?

Any time is the right time to start working on your business's KPIs. It's easy to make excuses such as *'I'm too busy working in the business right now to devote any time to working on this stuff'*. The reality is, however, that if you allocate a little time each week to improving your business performance, the time investment will make a big difference to both your business and personal life.





KPI IMPROVEMENT COACHING

Benefits of using our KPI Improvement Coaching service

- Establish 3-5 key drivers that are fundamental to your business's success
- Set sensible targets for improving those KPIs
- Streamline / establish the business processes that will improve your KPIs
- Increased efficiency and productivity
- Access to a cloud based dashboard
- An easy to interpret snapshot of your business performance
- We'll encourage you to be accountable for your goal achievement
- Be inspired to work less in the business and more on it
- Gain access to our collective wisdom, systems, products and services
- Will enable you to better understand your business
- Increase your ability to make effective strategic decisions

Are you ready to take the next step or would you like to know more?

Business name _____

Contact person _____

Email address _____

Phone numbers _____

- I would like to discuss this service further to gain a better understanding of what this involves
- I would like someone to contact me about other Business Development services that Malloch McClean offers
- I wish to engage Malloch McClean to provide "KPI Improvement Coaching"

Please scan and email this side of the form to events@mmca.co.nz or fax to **03 214 4166**
You are welcome to drop this off at **101 Don Street, Invercargill** or **Post to PO Box 1402 Invercargill 9840.**

