

Meet Today's Challenges and Exploit Today's Opportunities

In our newsletter, we often share with you a number of ideas about how you and your company can approach both the challenges and the opportunities that this economy has thrown at all of us. We discuss specific issues such as fraud, and more general issues such as preserving value, focusing on cash flow, increasing revenue and keeping all actions consistent with your ultimate goal: leaving your company when you want, to the successor you choose, for the amount of cash you want or need.

That's a lot to digest for anyone, let alone for business owners who are focused on steering their companies — successfully — through this economic turbulence. For that reason, we have a diagnostic tool to help you pinpoint the areas in your company where your actions can have the greatest positive effect.

This tool is a workbook that is organized into four sections:

- Maximizing Current Cash Flow and Projecting Future Cash Flow
- Preserving and Protecting Value
- Creating and Maximizing Business Value
- Reassessing Strategic Objectives

In each section, we ask a series of questions that help you think about various ways you might address current challenges and take advantage of opportunities. Once you answer all the questions, we will generate a chart that will illustrate for you where you feel you've been deficient (and successful) in meeting today's economic challenges. From there, we can generate a report that includes a list of suggestions to help your company survive and grow during uncertain times.

Let's look at one section: Maximizing Current Cash Flow and Projecting Future Cash Flow. We've divided that section into several sectors that deal with assessing:

- Company cash flow and your ability to measure and manage it
- The company's current business model and suggesting ways to modify it as necessary
- Your efforts to produce future cash flow



**Michael Wildeveld, CEPA, M&AMI,
CM&AP, CM&AA, CBI, CBB**
michaelw@veldma.com

Veld Mergers & Acquisitions
www.veldma.com
1 Park Plaza, 600
Irvine, CA 92614
[310-652-8066](tel:310-652-8066)

- Your company's long-term growth strategy

Depending upon what we learn from your answers to our questions, our suggestions may include everything from sitting down with your CPA or CFO for a quick "Cash Flow 101" tutorial, to outsourcing non-essential or non-core business functions. For some, we might recommend a SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis, while we may work with other owners to create future cash flow projections for the best, worst and likeliest case scenarios. The suggestions we make will be based on your answers, and will be tailored for your unique business situation.

Completing this new Workbook takes less than one hour. We are confident that the time you spend on this Workbook will be the most productive hour you've spent working on (not in) your business this year. We encourage you to take advantage of this diagnostic tool that was created for mid-size business owners and is available exclusively to us as members of Business Enterprise Institute.

We are anxious to help you sort through the challenges and opportunities you face and to help you create a strategy for your company's unique situation. As Exit Planning specialists, we will create a strategy that is both consistent with your ultimate exit planning goals and will place you among (according to a May 30, 2009 report in *The Economist*) the businesses that will succeed because they "are miserly with costs, wary of debt, cautious with cash flow and obsessively attentive to what customers want. "

If you'd like to schedule a time to complete the Workbook, get started today and just give us a call.

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