

# SCALING UP MASTER CLASS

PRESENTED BY ALAN MILTZ AWARD WINNING SPEAKER / FOUNDER INMATRIX / FOUNDER CASH FLOW STORY / DIRECTOR PEARL FINANCIAL SERVICES / CO-AUTHOR VERNE HARNISH'S #1 BUSINESS BEST SELLER & MULTI-AWARD WINNING 'SCALING UP' & ROBERT KININMONTH SENIOR ADVISOR WITH SOMERSET CAPITAL / DIRECTOR OF BOARD MEETING EXCELLENCE / CERTIFIED GAZELLES BUSINESS COACH

Are you regularly asking the tough questions to drive business performance, such as ... do you have the right people in the right seats doing the right things? Is your top-line revenue growing fast enough? Do you have a strategy and business model that can scale? Would your bottom line profit be better if your day-to-day execution was more efficient? Is your business model generating enough cash so you can scale up?

Whatever is constraining your performance, the 'Scaling Up Master Class' is a great place to start to fix it. The core elements of Verne Harnish's #1 selling book "Scaling Up" will be presented to you using a Monthly Management Reporting Process to drive your most important business decisions.

## THE PROCESS

'Scaling Up Master Class' is a one day workshop ideal for senior management teams. Alan and Rob will provide you with the scaling up tools and solutions to achieve superior business performance using the Monthly Management Reporting Process, Cash Flow Excellence techniques and Gazelles 'Scaling Up' principles, incorporating:

- 1. Monthly Management Meetings.** A format will be provided to conduct monthly/quarterly senior management or board meetings using a reporting process to ensure all financial and business blind spots are uncovered. This includes all the spreadsheets to calculate all the numbers (you'll be provided with the report, the spreadsheets & full details on how to implement the process).
- 2. Three Disciplines.** The ability to consistently set priorities, gather data and follow a structured meeting rhythm will help you achieve your goals.
- 3. Four Decisions.** Ask the right questions to make better business decisions with your People, Strategy, Execution and Cash.
- 4. Cash Flow Story.** The 4 chapters of financial excellence (profitability, working capital, other capital, and cash flow and funding). How is your business performing in relation to the four chapters? What does every number mean, how you can improve them, how do your non-financial staff impact the numbers' performance? Alan will provide a flow chart covering every ratio and the techniques to improve.
- 5. Power of One.** Discover how to fix your business using 1% or 1 day changes to achieve its financial goals.
- 6. Banks View.** Learn how to ensure your organisation understands the way the banks view your performance and how to build a true partner with your bank through improved communication. Banking templates will be provided.

How would the best review your business – the best CEO's, COO's, CFOs and Credit Officers? Alan & Rob will wear each of these hats throughout this workshop to show you how the best achieve financial and business performance excellence.

Alan and Rob will enable your organisation to make better business decisions, improve cash flow and grow the value of the business through this informative and interactive implementation class.

Rob and Alan will share with you the powerful Monthly Management Reporting Process they have developed together to drive your business decisions that impact company performance. Rob will guide you through as we review each area of performance, such as strategy, finance, sales & marketing, operations, people, and overall company effectiveness.

## DELIVERABLES

- A **monthly management / board meeting process** covering key aspects impacting your business performance
- How to complete core **growth tools** found in the book 'Scaling Up'
- **Financial health check** analysing profitability, working capital management, cash flow optimization
- How to improve your business using the **Power of One**
- **Your banking** communication and templates

## BENEFITS TO YOUR BUSINESS

- **Discipline** of regular strategic executive/board meetings and reporting
- **A process** that all leaders in your business will understand & be able to contribute to - strategy, finance, HR, marketing, sales & operations
- **Better decision making** and communication that creates killer strategy, focus, alignment and superior execution
- **Common language** - all key management discuss company & financial performance using the same terminology
- **Fuel growth** with smart cash flow management
- **Improved returns** and growth in shareholder value

## ALAN MILTZ

Alan Miltz is a world recognised expert in finance and banking for the corporate sector. Alan's executive background ranges from founding director of Inmatrix Pty Ltd, founder of Cash Flow Story, and Chairman of Pearl Finance Australia. Alan has extensive experience across all major finance fields, including financial analysis and debt finance boosting.

The Analysis techniques developed by Alan are today being used in 30 Countries by over 20,000 users including some of the worlds' leading Banks, Accountants and Corporations. Alan has also completed in excess of 200 Business Plans for public companies and large private enterprises.

Alan's concentrated business savvy has assisted a large number of Australian companies to successfully raise debt finance from the major financial institutions to over \$1.4B to date. Voted Best Speaker in Australia for TEC, the world's largest CEO forum, Alan has been invited as a guest speaker at many CEO conferences globally.

Alan has also been a leading presenter at the CEO Syndicate in Australia for many years. Alan is a highly recognized speaker and a keynote presenter for the Entrepreneurs Organization including presentations at the EO Universities in Tokyo, Berlin, Barcelona and at their executive education program that takes place in Boston, MA, USA. Alan was rated best speaker at the EO/MIT Entrepreneurial Masters Program.

During his career Alan has been involved in every level of company management giving him an incredibly strong grounding in all facets of business operations. Alan is currently on the board of 13 well known Australian companies.

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**Alan Miltz | Founder | Cash Flow Story**

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## ROBERT KININMONTH

Robert guides his clients through a process of professional development, growing them as leaders to build high performance teams that deliver sustainable business growth and value. He draws on a suite of tools and over 25 years of experience working for local and multi-national companies. He has held senior roles in business, sales, marketing and brand management in a variety of industries including technology, manufacturing, wholesale, agribusiness and FMCG. He has owned and run businesses and practiced as a business consultant and advisor. Robert is currently an advisor with Somerset Capital and a company director.

Robert is a member of Gazelles International, a worldwide premiere business coaching association composed of independent, business advisors and coaches. Gazelles was founded by Verne Harnish, author of #1 selling business books "Mastering the Rockefeller Habits" and "Scaling Up". As a certified Gazelles coach Robert's focus is on the development of chief executives and their executive teams to drive growth in mid-size companies. Robert's clients benefit from his access to leading executive education; strong, relevant business partnerships; as well as proven practical business tools and frameworks.

Robert brings to the table the strengths and perspective of Somerset Capital, a boutique corporate advisory and investment firm. Somerset Capital's core purpose is to help CEO's, business owners and sophisticated investors achieve their business management, ownership and investment objectives. In doing so, Robert and the Somerset Capital team help their clients grow as leaders, access capital to grow and implement proven business methods to manage that growth. This is complementary to the work of Alan Miltz and the team at Pearl Financial Services.

As a business advisor, executive coach and facilitator Robert is a sought after workshop facilitator being a preferred presenter for The Growth Faculty programs and co-presenter with Alan Miltz. Robert makes an impact on the individuals he works with, the people they lead and the businesses they run.

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**"Alan Miltz is the speaker who has had largest impact on my life so far. The take away was that it is possible to understand my business as a whole and craft a business that works by watching and moving just a few key levers at a time. It has completely changed my life."**

**David Bartholomeusz**  
Founder Griffin Alliance,  
Serial Entrepreneur



**"One of the best business presenters I have ever been privileged to see & hear"**

**Hon. Alan Stockdale** Former Treasurer  
(1992-1999), Minister for IT &  
Multimedia (1996-1999 Government  
of Victoria Australia)



**"I LOVE the reporting structure – a very valuable one hour piece of the monthly or quarterly review of the business. You are just brilliant. Thanks for continuing to evolve tools to help grow firms."**

**Verne Harnish** CEO Gazelles. Author of Scaling Up  
(Rockefeller Habits 2.0); Fortune's The Greatest  
Business Decisions of All Time; and Mastering  
the Rockefeller Habits