

UNDERSTANDING THE 3 KEY NUMBERS VITAL TO IMPROVING YOUR BUSINESS' HEALTH

We encourage you to contact us at Shape Your Business on 1300 791 600 for further ideas and support in this area

Action	Outcome	Person Responsible <i>(Make sure you involve others, if possible)</i>	To be done by <i>(Date of next SYB live webinar, if possible)</i>
Calculate your Net Profit Margin (net profit/sales as a %) over last 3 years	Look at trend – It must be increasing	You and SYB	
Look back at the 4 Ways to Grow Your Business for ideas on how to increase your performance (Shape Your Business can supply a link to a recording to refresh your memory)	There are a stack of ideas designed to improve your performance.	You, your team and SYB	
Review your cashflow over last 12 months and compare to profit	Ensure cashflow is reflecting profit and not the result of other balance sheet activities that might be hiding potentially serious issues	You and SYB	
Calculate your Cash Turn Over period	Sometimes our growth strategy can consume more cash than it produces in the short term. This will help unearth any issues.	You and SYB	
Estimate your sales lead to cash cycle	Cash can be unnecessarily locked up in the normal course of business. There are often ways to free up this cash for your own benefit.	You and SYB	
Calculate Return on Investment (Net Profit/Total Assets)	Look at trend – It must be increasing	You and SYB	
Talk to us on 1300 791 600 for any assistance in this area.	Significant increase in profit and cashflow	You and SYB	