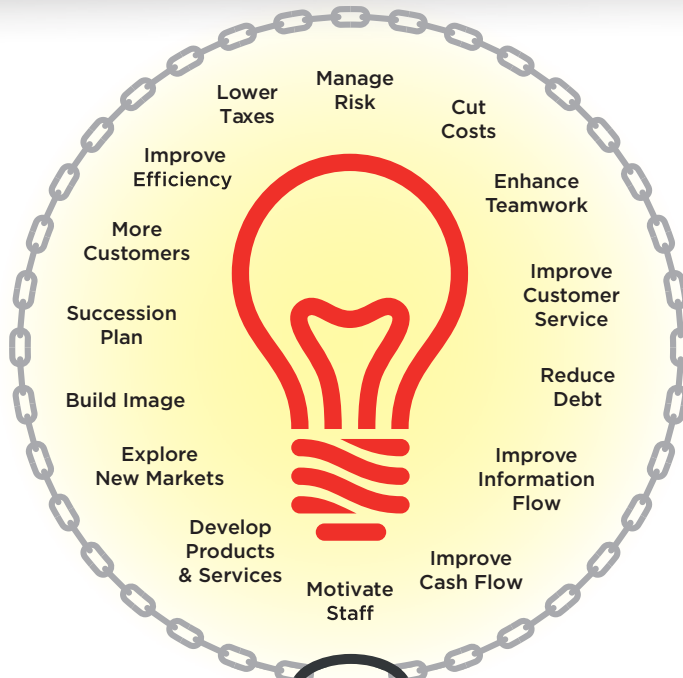


The Outsourced CFO

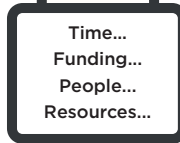
THE POSSIBILITIES?™

TURNING YOUR GOALS INTO ACTION

YOUR GOALS



YOUR CONSTRAINTS

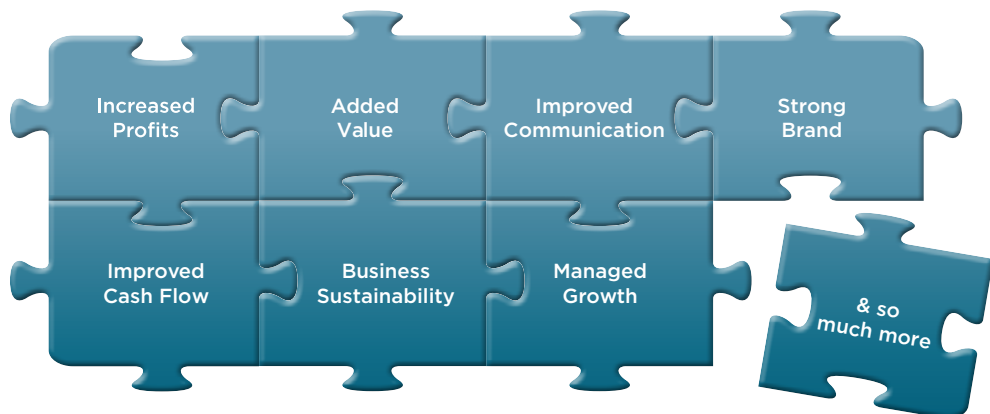


UNLOCK YOUR POTENTIAL



THE OUTSOURCED CFO

THE RESULTS



Develop a practical **Strategy** & achieve results

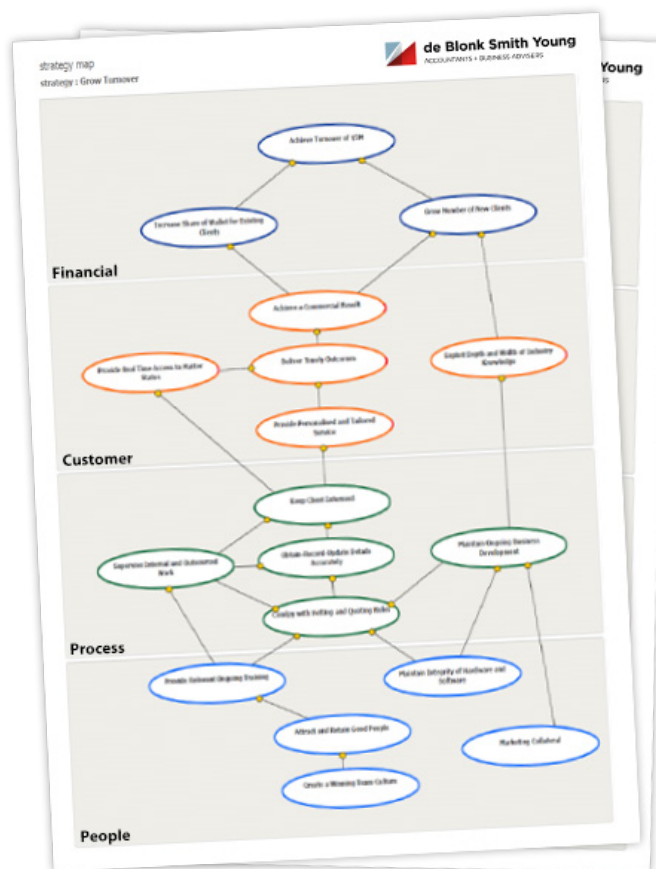
STRATEGY MAP

Working with clients and their existing business advisers like accountants, bankers, and financial planners, we develop and implement an effective strategic plan. By tailoring your personalised strategy map, we help you address immediate, medium and long-term issues.

Our balanced approach considers all aspects of your business:

- People and resources
- Internal processes
- Customers
- Financial goals

Mindful of the fact this plan is not a static document, we constantly review the plan while helping you to implement it.

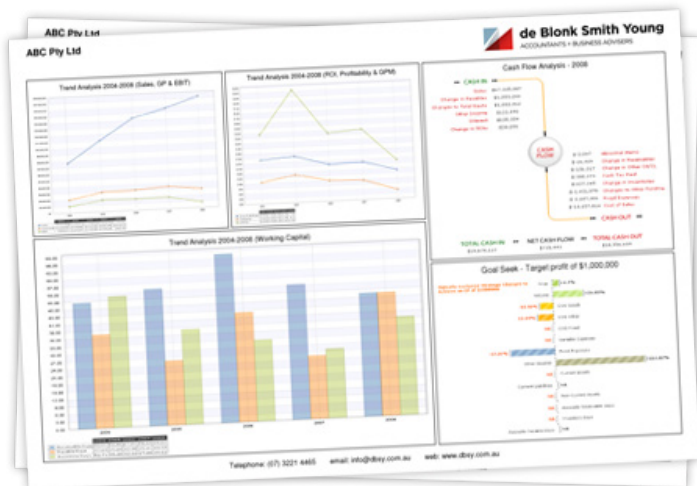


FINANCIAL DASHBOARD

Many businesses need regular up-to-date information about their business to measure the success of their strategy and make informed decisions about the future.

de Blonk Smith Young's unique *Outsourced CFO* solution helps businesses identify and understand the financial and non-financial critical drivers of their business and develop a tailored reporting framework that provides accurate, relevant, and timely analysis.

Outcomes are presented in graphical 'scorecard' formats that are easy to read and quickly highlight the key issues.



Develop a meaningful **Budget** & make it happen

BUDGETING

Cash flow is critical to the success of any business, in both difficult times and times of strong growth. To give you peace of mind, we stress test your budget, and evaluate the potential outcomes.

When budgeting, our *Outsourced CFO* solution:

- Identifies the key drivers of your business
- Prepares a detailed monthly or quarterly forecast
- Compares your budget to your actual and analyses any variances
- Forecasts your profit and loss, balance sheet & cash flow
- Prepares a rolling forecast for each reporting period.

INITIATIVE	OWNER	DUE DATE	STATUS	% Comp
Develop recruitment process			ON PROGRESS	38.00
Develop performance review			NOT YET COMMENCED	
Establish incentive program			NOT YET COMMENCED	
Develop management structure			NOT YET COMMENCED	

initiative: Develop recruitment process	owner	% of initiative	start date	end date	% complete
strategic task	PT	40	5-Mar-2013	30-Mar-2013	60
Update job descriptions	MS	30	5-Mar-2013	30-Apr-2013	40
Agree role based KPIs	PT	30	25-Mar-2013	3-Apr-2013	0
Develop interview structure checklist	MS	10	1-Apr-2013	5-Apr-2013	0
Develop format for job ads					

ACTION PLAN

To support the planning process, we develop an action plan that is consistent with your business's vision and goals.

This plan is a practical and action-oriented document that clearly outlines how to turn your strategic plan into action. It covers:

- What needs to be done
- Who is responsible
- When it needs to be done by
- What resources are needed

UNLOCK YOUR POTENTIAL

PROFIT VALUE GROWTH CASH FLOW SUSTAINABILITY



The Outsourced CFO
THE POSSIBILITIES?™

OUTSOURCED CFO

“The Outsourced CFO unlocks business potential to increase profit, manage growth, and build business sustainability.”

Many businesses grow to need the financial and commercial skills of a CFO (Chief Financial Officer), but they can't afford to employ one internally. Growth can stagnate. Profits can dwindle.

Businesses can't reach goals like:

- Cutting costs and improving efficiency
- Managing risk and succession planning
- Improving cash flow and exploring new markets
- Lowering taxes and reducing debt

Our *Outsourced CFO* solution provides businesses with CFO expertise, guidance and results without the high internal cost.

The *Outsourced CFO* solution provides you with the following:

- Strategic planning
- Business planning
- Business analysis
- Budgeting
- Succession planning
- Business valuations

WHAT OUR CLIENTS SAY

“David has the financial & business acumen to look at the business as a whole. It's good having an independent person to challenge our ideas & guide us to the best outcome.”

“John is leading us through a strategic planning process that has enabled us to define clearly where we are going and the steps we need to take to get there.”

“David established our structure to take into account our immediate needs and our growth plans. With that in place we have been able to focus on growing the business.”

“My regular meetings with John make me focus on the important issues because we often become bogged down in just working within the business, not on the business.”

CONTACT US TODAY



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de Blonk Smith Young

ACCOUNTANTS + BUSINESS ADVISERS



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