

Firm Growth Lab

Overview

© 2013 David A. Fields

www.davidfields.com

Q: Why the Firm Growth Lab?

A: You want a growth strategy for your consulting firm

Our team works with boutique and mid-size consulting firms who want to break through to the next level of success.

We are specialists and thought leaders in the business of consulting and we focus 100% on consulting firms.

Growing a consulting firm is something most people attempt only once. We have done it many times over.

Q: What is the Firm Growth Lab?

A: A two-day workshop that opens the floodgates to growth

Our concise, value packed process provides all the answers you'll need to grow your consulting firm. We focus on sales, profit, cash and long-term growth, tailored to your particular situation.

We determine:

- The current market valuation of your business in its present state
- A clear picture of your growth platform strengths and weaknesses
- The target you could achieve in months or years if you bridge the gaps
- A plan on how to get there
- Immediate 3-month and 12-month growth actions

Q: How does the Firm Growth Lab Work?

A: Data, modeling and experience reveal your growth potential and the path to achieve it

FGL is an expert-led, board-level workshop. It is anchored by Equiteq's firm-valuation model, which we have adapted to focus on growth. You will walk out of the process with your big questions answered and immediate, cash-generating solutions.

This is not a "blue sky" think tank. You will hit the ground running with a practical, realistic and achievable growth plan.

Equiteq's model highlights 8 levers that drive a firm's market value. We use market value as the overall success metric then focus on firm growth (rather than sale of the firm).



Q: How Do Analytics Fit In?

A: We built the Firm Growth Lab on top of Equiteq's proven firm valuation model

Equiteq, a U.K.-based M&A company, built a robust analytical tool for valuing consulting firms prior to sale. Through an exclusive arrangement with Equiteq we use their analytic software and have adapted it to fuel firm growth.

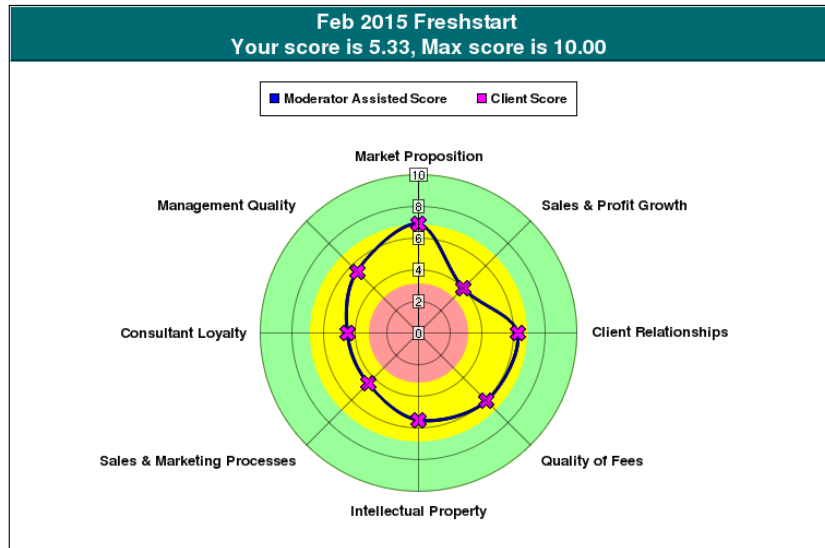
The process identifies your strengths and opportunities on “8 Levers of Equity Value” using your answers to 80 key questions.

By knowing your strategic performance against each lever and your tactical performance on each of the 80 measures, you can prioritize performance improvement. The result is increased revenue, higher profit, and better cash flow.

Q: What are the Outputs?

A: By the end of Day 1 you will have a clear picture of your strengths and opportunities on all eight growth levers.

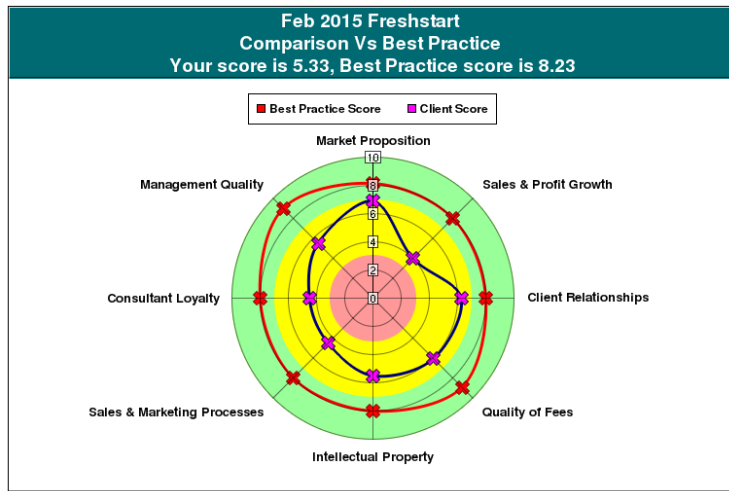
You will also have a market valuation for your firm, which can be used to track progress over time.



Baseline Valuation			
	Low		High
Valuation=	0.90m	-	1.10m
EBIT Multiple=	4.51	-	5.51
Revenue Multiple=	0.30	-	0.37

(Outputs, continued)

Importantly, you will be able to compare your performance to benchmarks and you will have a heat map highlighting the detailed targets for growth.



Feb 2015 Freshstart 3675

Radar Heat Map Valuation Financials Comparison Waterfall Shareholders About Disclaimer

Lever	Score	Questions									
		1	2	3	4	5	6	7	8	9	10
1) Market Proposition	6.88	5	7	7	7	7	7	2	10		
2) Sales & Profit Growth	4.0	2	0	5	5	0	2	7	5	5	7
3) Client Relationships	6.25	7	2	10	10	5	5	5	10	2	5
4) Quality of Fees	6.07	0	7	2	10	7	5	10			
5) Intellectual Property	5.5	7	7	7	5	2	5	7	2	2	7
6) Sales & Marketing Processes	4.5	0	2	5	0	7	10	0	10	7	2
7) Consultant Loyalty	4.5	5	0	7	0	2	7	10	2	5	5
8) Management Quality	5.5	10	7	5	5	5	5	7	5	0	5

(Outputs, continued)

By the end of Day 2 you will have prioritized action plans for the next 3 and 12 months

These are completely tailored to your specific situation and, of course, look quite different from firm to firm.

Consultant Loyalty – Phase 2					
2013					
May	June	July	August	September	October
	Formal Creation of New Firm/Structure				
	Start Mastermind Group				
		Define Path to Partner			
		Define Employee Development Paths			
		Define Decision Making Processes			
		Culture – Phase 2			
		Revamp Compensation Structures			
			Culture Feedback Mechanisms		

Sales & Marketing Process – Phase 2					
2013					
May	June	July	August	September	October
		Create Company Approaches and Deliverables			
		Formalize Client Management Approach			
		Customer Experience Plan – Phase 2			
		Client On-site Requirements – Phase 2			
			Improve Outputs/Deliverables		
				Client Feedback Mechanisms	

Q. What's the Next Step?

A: Contact us.

The Firm Growth Lab is an extraordinary process and 100% of our clients have said it met or exceeded their expectations.

Set up your Firm Growth Lab experience.

Contact David A. Fields at 203-438-7236 or
email david@davidafields.com