



CKCA Spring Regional 2019 - London/Chatham, Ontario

“Financial State of the Union”

Key points from an excellent presentation by:



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- In business they say “The top line is vanity, the bottom line is sanity.”
 - What’s really happening out there?
 - Sometimes years aren’t always profitable.
 - This is a very stressful place to be.
 - How can you be more profitable?
 - **Majority of Canadian business are under 90 employees**
 - Almost 75% of business are around 5 employees.
 - These entrepreneurial companies are what is turning the economy around.
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- Scaling a company is a challenge.
 - Growing a company is a challenge
 - When you get over 10 people you have to hire people. You can’t carry the load (HR etc.).
 - **When you get to 20 or more employees you need a strategy, you need to put emphasis on training and development.**
 - What motivates employees? Surveys always say “teach me something, show me something”, they want to learn in your company.
 - Leadership excellence – passion – are you passionate, do you smile, do you attract new employees, new customers. Passion is noticeable.
 - **Planning – what strategic planning is going on?**





- Do you have the right people in the right places doing the right things? Do you have the right positions in place?
- If growth is the objective, do you have the people on your team that you want to invest in so as the company grows you have people in the company you can grow.
- **If your key people need to perform, your key people need to know what the objectives are.**
- Who knows your company financial goals?
- **Some people think revenue equals profit.**
- If people think ownership is outrageously rich, then you ask employees to propose initiatives for improvement, are the employees really motivated?
- **If you want your company to perform better, you want to share strategies and tactics together.**
- Andrew shared a framework to use.

Client Logo



Our 3 – 5 Year Goals			Our 1 Year Goals			Our Quarterly Goals		
Double the Revenue by:			Year End Date:			Quarter End Date:		
Gross Revenue:			Gross Revenue:			Gross Revenue:		
Gross Margin:			Gross Margin:			Gross Margin:		
Net Margin before Tax:			Net Margin before Tax:			Net Margin before Tax:		
Our 3 – 5 Year Emphasis	Who	When	Our One Year Key Priorities	Who	When	Our Quarterly Key Priorities	Who	When
1.			1.			1.		
2.			2.			2.		
3.			3.			3.		
4.			4.			4.		
5.			5.			5.		
Our Ideal Client and Geographic Playground			Celebrating 1 Year Success!			Celebrating Quarterly Success!		

- What is your revenue objective?
- What is your gross margin objective?
- Work through that exercise, it may be difficult, but Andrew encourages you to do it.

- Every meeting you have, you should be discussing what needs to happen. Once you know the what, you need the when, a specific date. Then who, who is going to do it? If you want to have a culture of high performance you want to know what, when and who. **If you accomplish this your company will achieve profitability.**



THE POWER OF ACCOUNTABILITY GROUPS

- There is no hiding...financials are out in the open
- Direct Comparison of how I run my business vs others...both bad and good
- Ignorance is Not Bliss
- External Experts can help you
- Easy to Identify Areas for Immediate Improvement and How it will Impact your business

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- You need to have good controls of your finances and when you share your finances its super helpful.
- The power of accountability groups- **there is no hiding financials are out in the open.**
- Someone who is a great leader can get up to 220% profitability.
- Hire B+ and A players, then your productivity will grow
- Mutlipliers by Liz Wiseman – have a read of this book.

Andrew asked the audience two questions because CKCA is looking to conduct an in depth survey about how companies are performing overall. This survey will seek critical information to help paint an accurate and realistic view of what is happening in our industry.

1. Would you like to be part of an accountability group yes or no?
2. Would you like to see the CKCA to invest time/energy and money, in creating a national benchmark study. Yes or no?

If you answered yes to either of these questions, then watch for survey data coming your way later in 2019. Be willing to give CKCA some information, for all the reasons that Andrew has outlined in this presentation. It's good for business!