

Building Corporate Value

Creating recognition throughout the company that maximizing corporate value is the goal of the business will take thought leadership to a higher plane. It will foster a collaborative environment to move beyond conventional wisdom so that all the people will be encouraged to think and operate collectively for the good of the company. Encouraging a participative creative culture that also encourages conservation of the company's resources and the search for efficiencies will boost the company's ability to grow and prosper.

Leveraging all of the company's capabilities, resources and relationships to advance the fortunes of the business provides significant growth opportunities. Conventional wisdom has to be moved to the side so that innovation can become the encouraged mood of the day and mode of operation. Consolidating the ideas of many who see things from different perspectives will deliver new opportunities and options often overlooked or not known about by those thought to be the decision makers.

Tailoring a cost effective, incremental, low risk strategy for the development and introduction of new products or service offerings that leverage off of current relationships is a place to start. It will provide a relatively quick and positive impact on revenue growth. At the same time pressing on every asset within the company to achieve new levels of operating efficiencies will provide opportunities to expand operating margins.

This requires an honest assessment of whether the current plans are going to deliver. Is the company designed for growth and differentiation in the marketplace? Are there new growth opportunities that are being overlooked? Are the risks to the business understood and are they being mitigated?

While these are the basic tenants for the operation of all companies, in today's economy the reality is that this is the way things must be done. The company's well being, perhaps survival depends on it.

Plus Point – the place reached when value is added

Working with Plus Point Partners will be game changing for your company!

Don Beery don@pluspointpartners.com

Howard Arnold howard@pluspointpartners.com