

Four Decisions[®]

The four decisions
to drive and scale growth



Four
Decisions[®]

© Servant Ventures Inc. All rights reserved.



Four
Decisions[®]

© Servant Ventures Inc. All rights reserved.

Four Decisions[®]

The four decisions
to drive and scale growth



Four
Decisions[®]

© Servant Ventures Inc. All rights reserved.



People Decisions

Would you enthusiastically rehire everyone on your team?



Four
Decisions®

© Servant Ventures Inc. All rights reserved.



Right Seats
Right People
Right Things



Four
Decisions®

© Servant Ventures Inc. All rights reserved.



How do I find,
select, and hire
the Right People





Right People

Do we have the right people on the bus?



Four
Decisions®

© Servant Ventures Inc. All rights reserved.

Four Decisions®

The four decisions
to drive and scale growth



 Four
Decisions®

© Servant Ventures Inc. All rights reserved.



 Four
Decisions®

© Servant Ventures Inc. All rights reserved.



Four
Decisions®

© Servant Ventures Inc. All rights reserved.



Four
Decisions®

© Servant Ventures Inc. All rights reserved.



Four
Decisions®

© Servant Ventures Inc. All rights reserved.



Core Ideologies

- Core Purpose
- Core Values



 Four
Decisions®

© Servant Ventures Inc. All rights reserved.



WHY? Your Core Purpose

What difference are you making in the world?



 Four
Decisions®

© Servant Ventures Inc. All rights reserved.



Core Values

A handful of rules that
remain constant



Four
Decisions®

© Servant Ventures Inc. All rights reserved.





Core Values Tests

- Fire an offender
- Take a financial hit
- Alive among people today



Four
Decisions®

© Servant Ventures Inc. All rights reserved



BHAG[®]

- Your purpose/passion?
- Best in the world at?
- Your profit per X



Four
Decisions[®]

© Servant Ventures Inc. All rights reserved



Four
Decisions[®]

© Servant Ventures Inc. All rights reserved



BHAG[®] Criteria

- 10 - 30 years
- Challenges you to greatness
- Reinforces business fundamentals



Four
Decisions[®]

© Servant Ventures Inc. All rights reserved.



Four
Decisions[®]

© Servant Ventures Inc. All rights reserved.



SUBWAY®

- 32 restaurants in 10 years
- 5,000 locations
- 50 cents of wallet share each week
- 100,000 locations worldwide by 2030



Four
Decisions®

© Servant Ventures Inc. All rights reserved



Four
Decisions®

© Servant Ventures Inc. All rights reserved

Four Decisions[®]

The four decisions
to drive and scale growth



PEOPLE



STRATEGY



EXECUTION



CASH



Four
Decisions[®]

© Cervant Ventures Inc. All rights reserved.



Execution Decisions

Do your people and processes convert
top-line revenue to strong bottom-line profit?



Four
Decisions®

© Servant Ventures Inc. All rights reserved.



EXECUTION vs. STRATEGY





3 Execution Disciplines

- ① Priorities (Alignment)
- ② Metrics/Data (Clarity & Foresight)
- ③ Meeting Rhythms (Better/Faster Decisions)



Four
Decisions®

© Cervant Ventures Inc. All rights reserved



Key Performance Indicators

- Metrics to predict and measure progress
- Used to measure achievement of a priority
- Balance “leading/lagging” and “people/productivity”



Four
Decisions®

© Cervant Ventures Inc. All rights reserved



ONE YEAR PLAN

- 1.PRIORITIES
- 2.METRICS
- 3.ACTIVITIES
- 4.CRITICAL NUMBER





A Quarter is a 13-Week Race

- Quarterly plan: Race map
- Individual plan: Your part in the race



Four
Decisions®

© Cervant Ventures Inc. All rights reserved.

Four Decisions[®]

The four decisions
to drive and scale growth



PEOPLE



STRATEGY



EXECUTION



CASH



Four
Decisions[®]

© Servant Ventures Inc. All rights reserved



Four
Decisions[®]

© Servant Ventures Inc. All rights reserved



Cash Decisions

Do you have the cash to fuel your growth?



Four
Decisions®

© Cervant Ventures Inc. All rights reserved.



Cash Conversion Cycle

- Sales Cycle
- Make/Production & Inventory Cycle
- Delivery Cycle
- Billing & Payment Cycle



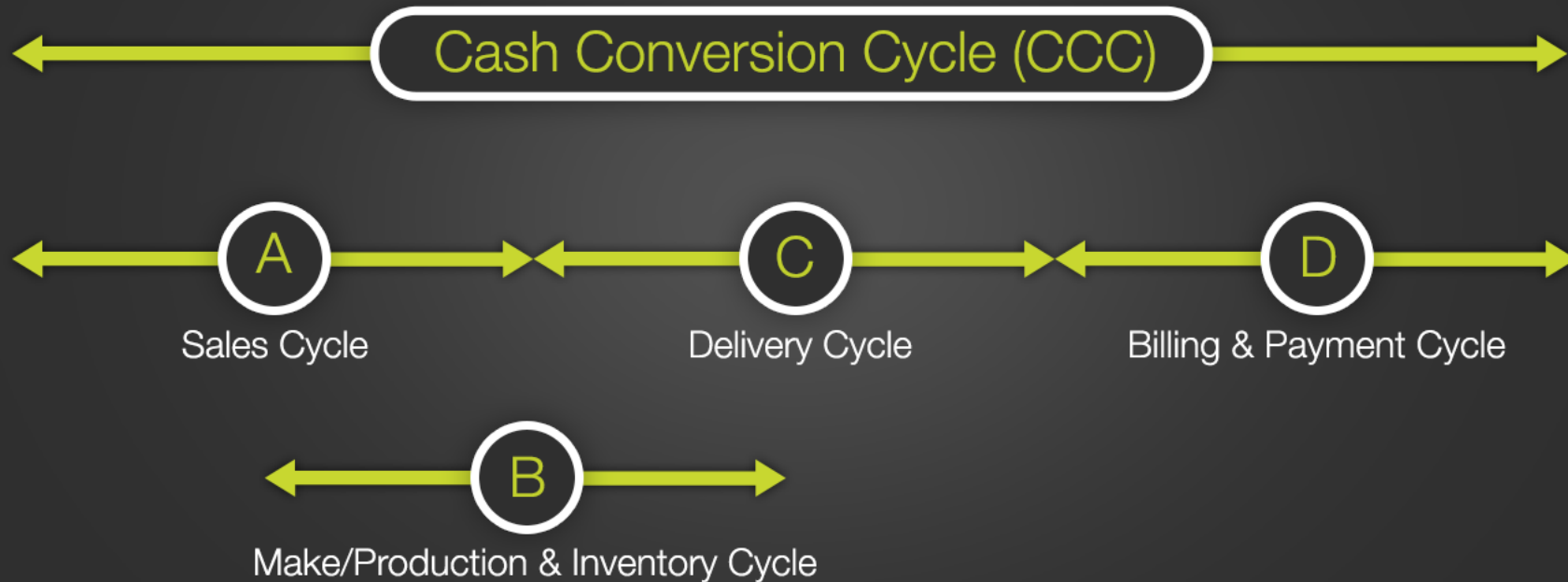
Four
Decisions®

© Servant Ventures Inc. All rights reserved.



CASH

The Cash Conversion Cycle™





3 Ways to Improve

- Eliminate mistakes
- Shorten cycle times
- Improve business model



The Power of One™ (1%)

- What 7 key financial variables do you directly influence?
- How would cash flow improve if you increased one of them by 1%?
- Which of these variables most influences increased cash flow?



Four
Decisions®

© Cervant Ventures Inc. All rights reserved.