



2018 is Coming..... Is your Business is ready for you, or not?

2017
Thank you for
all the lessons
2018
I am ready

As we've been flying through the months, we have hardly had time to look forward to 2018—but look forward we must now, if we want to stay ahead of the game in our planning and business strategy. While this list isn't exhaustive, here are 4 more things to think about when getting together your 2018 planning initiatives.

People challenges impact your happiness and can be either a source of energy or an emotional drain. People issues can include conflicts with a partner, a customer with too large a piece of your business, a supplier delaying your success, a key employee or two that's disrupting the rest of the organization's effectiveness, or challenges at home. Or you might simply lack enough employees to serve your customers. Focus on getting the right people doing the right things with clear accountabilities and metrics.

Strategy challenges are indicated by a slowing in top line revenue growth. If revenue is not growing as quickly as you like, then it's time to re-examine your strategy i.e. what you're selling to whom. It's important to have a concise articulation of that strategy so you can get everyone aligned and on the same page without wasting sales or operational energies on activities not useful to the business

Execution challenges surface when your increasing revenues are not generating increasing profits. By simply tightening up your execution habits, you can dramatically improve gross margins and profitability while reducing the time it takes for everyone to complete their work.

Cash-The first law of entrepreneurial gravity is "Growth Sucks Cash." We encourage companies to calculate their Cash Conversion Cycle (CCC) which measures companywide how long it takes between when you spend a dollar (marketing, design, rent, wages, etc.) until you get that dollar back.

Based in El Segundo, Accounting Breeze delivers enterprise-class financial and operational performance solutions to executives. We are dedicated to partnering with executives to provide organized service and reduce the amount of time spent on accounting. We have over 20 years combined experience in account management, payroll systems, and complex financial reporting. We leverage this experience to develop the peace of mind of the CEO and to free up the small business leader's desire to create and continue to envision the growth of their company.

