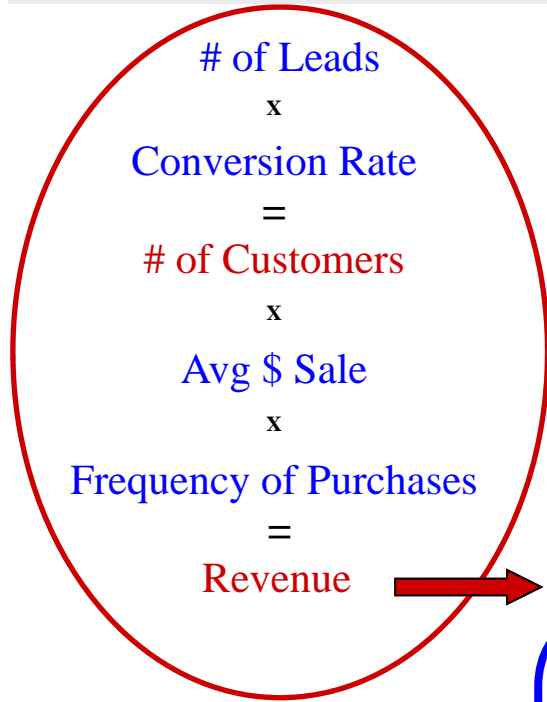


ActionCOACH's 5 Ways



X

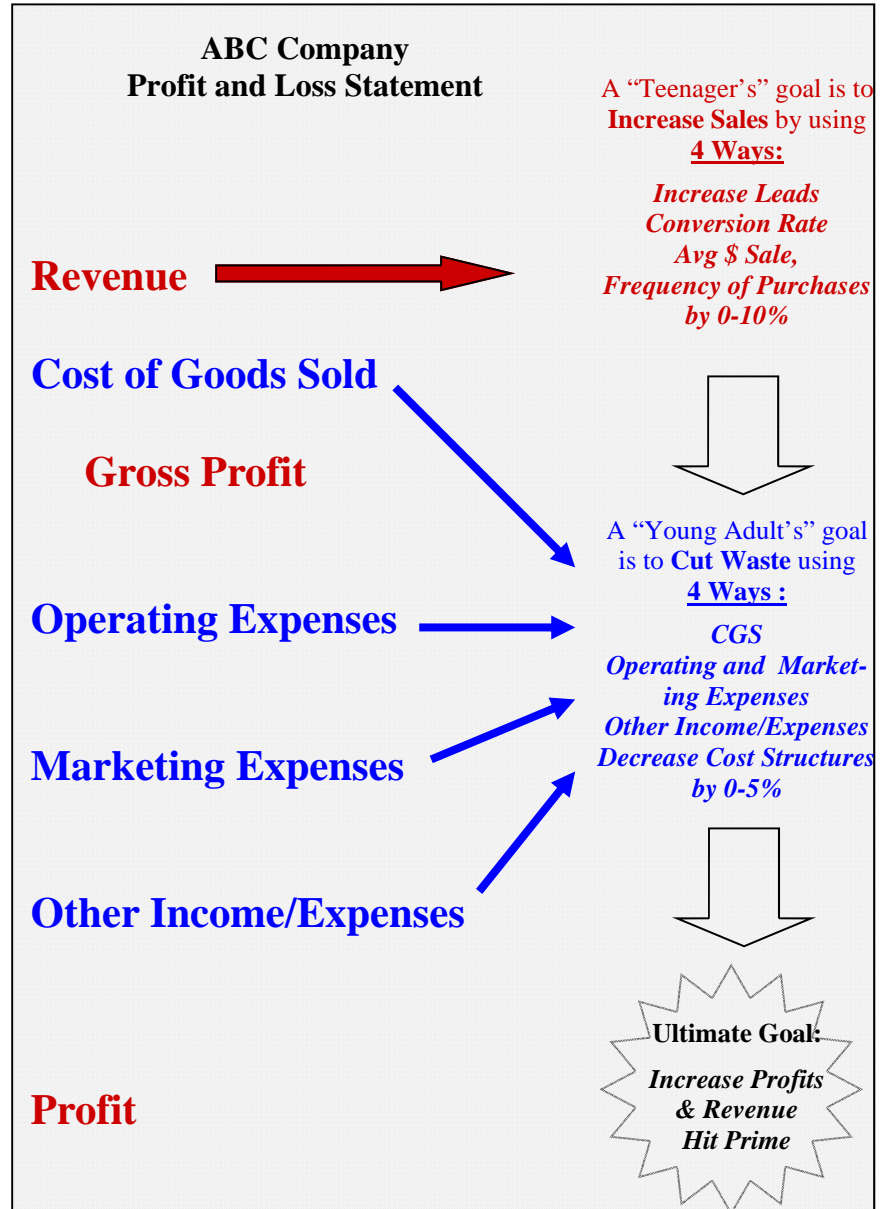
Margins

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Profits

EWH's 8 Ways

As a company grows, it is important not only to watch how revenue is growing but also how your cost structures (CGS, Operating Expenses, Marketing Expenses, and Other Expenses and Income) and profits grow or decline during a given stage...



An understanding of how Profits & Revenue grow or decline, based on the **Life Cycle** stage you are in, will help you understand where you are and what some of the challenges you will need to anticipate at the next stage when reviewing your Financial Statements each month. This empowers you to start proactively responding and addressing challenges before they even occur!

Remember, during the "Teenage" stage sales are increasing and profits are usually declining. As a "Young Adult", sales are usually decreasing while profits are climbing. In the "Prime" stage, sales and profits are increasing simultaneously.

Note: Blue font representatives the variables we are looking to improve. Items in red are the output numbers, meaning, to change any one of the numbers in red you would first have to improve or change one of the items in blue