



What is Executive Coaching? How Does it Work?

One-on-One Executive Coaching is an excellent tool for setting and achieving long-term goals, building on successes, resolving short-term issues, and learning more about your craft. In monthly sessions we will review financial metrics, discuss options for overcoming obstacles, and spend a few minutes brainstorming on strategy. One-on-one coaching helps you stay focused, keeps you accountable for results, and makes being the boss a little less lonely.

Stop working in your business and start working on it!

Your Financial Dashboard and Benchmarking

To maximize coaching results, I recommend that clients use the Corelytics™ Financial Dashboard. Each month when you close your accounts, a simple one-click process updates your Corelytics™ financial records and generates an executive level dashboard with your business trends and - *this is the important part* – benchmarks you against similar companies in your industry. We now have a reliable and consistent record upon which to set and track goals.



Your dashboard can track up to three full years of data and allows up to five lines of business including: **Product Sales, Integration, Maintenance, Design Consulting, Rental, Staging,** and Other. The setup process is simple and allows you to map your existing income and expense accounts to the Corelytics™ dashboard accounts. Your expenses can be allocated full or in part to each line of business, and whenever you decide to reallocate expenses, Corelytics™ will automatically apply the change to your complete financial history.

Corelytics™ isn't about looking backwards; the dashboard shows actual trends forecasted into the future. You set goals and make decisions based on real data – *your data*. Avoid cash crunches, monitor staffing levels, and refocus sales teams. Corelytics™ can show you when your revenue and expense lines will cross in time to make adjustments.

A key benefit of a proper dashboard is the ability to set and track goals. You might begin by focusing on one or two areas such as gross profit per employee, shipping costs, or service revenue. Experienced managers will quickly learn to track goals against multiple accounts in every line of business. Your Coach helps you understand the issues, teaches you best practices, and holds you accountable for results.

To learn more, visit: infocomm.corelytics.com

| Goals | | | |
|-------------------------------------|--------|-------------|------------|
| Description | Goal % | SL Index™ % | Start Date |
| Revenue - Sales (annual growth) | 20.00% | 7.80% | 01/09 |
| Expenses (annual growth) | 7.00% | -95.64% | 01/09 |
| Expenses (% of sales) | 79.00% | 81.50% | |
| Profit (annual growth) | 15.00% | 22.52% | 01/09 |
| Profit (% of sales) | 22.00% | 18.50% | |
| Accounts Receivable (% of sales) | 14.00% | N/A | |
| Accounts Receivable (annual growth) | 8.50% | N/A | 01/09 |
| Cash (% of sales) | 7.00% | N/A | |
| Cash (annual growth) | 7.00% | N/A | 01/09 |



What Happens in a Coaching Session?

Here's how it works. We schedule one hour every month – no exceptions! The timing can be flexible, and I will take the meeting at 5 a.m. if it will help keep you on track. In that call we will review your company's financial report from your Corelytics™ dashboard. The goals you have set are tied to the metrics reviewed. We will discuss successes and failures and learn from both. You may have additional issues or opportunities that need an outsider's point of view or expertise. Just place them on the agenda by priority. I will share my thirty years of experience in the industry, brief you on industry trends, and guide you through your options. At the end of each session we will review your takeaways from the call, update your goals, and list your action items.

Fee Structure

The first time you see your trend lines, you will begin to understand how much can be accomplished with this simple coaching system. This is probably the best ROI you will ever receive in your business life:

| Coaching & Corelytics™ Costs | |
|--|--------------------|
| Coaching Session | \$ 300/ per month* |
| Minimum Commitment | None! |
| Corelytics™ Fees | \$ 50/mo |
| One-time setup fee and mapping support | \$ 180 |

**Ask me how to reduce this monthly cost and get your Corelytics™ service for free!*

If you've read this far then you need to pick up the phone or email me. You still have some questions, and they deserve an answer. My mobile number is 214-704-7018 and my personal email is tom@trstimson.com. There's no one to screen your call or take a message – you get me.

About Tom Stimson

Tom Stimson, CTS, is President of The Stimson Group, a consulting firm specializing in strategy, planning, and analysis for the audiovisual communications industry. After 23 years successfully managing AV companies, Tom opened his consulting practice in 2006. He was the 2010 president of InfoComm International and has been on the InfoComm Board of Directors since 2005. A frequent columnist and speaker, Tom holds a Master of Business Administration degree from Baylor University and a CTS certification from InfoComm.

