

# Strategic Planning

<b>Strategic Planning Process</b>	<ul style="list-style-type: none"> <li># Strategic Framework</li> <li># Core Competencies</li> <li># Value Chain</li> <li># Strategic Balance Sheet</li> <li># Competitive Analysis</li> <li># Benchmarking</li> <li># Growth Strategies</li> </ul>	<ul style="list-style-type: none"> <li># Efficiency Strategies</li> <li># Major Imperatives &amp; Initiatives</li> <li># Key Questions</li> <li># Innovation Module &amp; Budget</li> <li># Customer Goals</li> <li># Long Range Financial Planning</li> <li># Value Creation Metrics</li> </ul>
<b>Capital Budgeting</b>	<ul style="list-style-type: none"> <li># Strategic Consistency</li> <li># Allocation Framework</li> <li># Returns-Based Prioritization</li> <li># Non-Return Investments</li> </ul>	<ul style="list-style-type: none"> <li># Post Audit Process (Capital, PVOL, IT)</li> <li># Transaction-Related Budgets</li> <li># Capitalization Accounting</li> <li># Financial Flexibility Analysis</li> </ul>
<b>Overhead Planning</b>	<ul style="list-style-type: none"> <li># Overhead Definitions</li> <li># Overhead Identification</li> <li># Initiative Driven Spending</li> <li># Functional Spending</li> </ul>	<ul style="list-style-type: none"> <li># Cash vs. Non-Cash Expenses</li> <li># GAAP Accounting</li> <li># Trend Line Analysis</li> <li># Benchmarking</li> </ul>



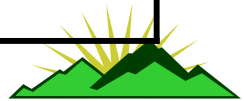
# Business Plans & Budgeting

<b>Business and Financing Plans</b>	<ul style="list-style-type: none"> <li>✚ Value Proposition</li> <li>✚ Industry Outlook</li> <li>✚ Market Feasibility</li> <li>✚ Competitive Analysis</li> <li>✚ Demographics</li> <li>✚ Customer Segmentation</li> <li>✚ Channel Analysis</li> </ul>	<ul style="list-style-type: none"> <li>✚ Brand Strategy</li> <li>✚ Distribution/Logistics Approaches</li> <li>✚ Partnership/Alliance Options</li> <li>✚ Profitability Analysis</li> <li>✚ Exit Strategies</li> <li>✚ Descriptive Memorandums</li> </ul>
<b>Organizational Design</b>	<ul style="list-style-type: none"> <li>✚ Macro Organizational Structures</li> <li>✚ Staffing Requirements</li> <li>✚ Growth Plans (Step Functions)</li> </ul>	<ul style="list-style-type: none"> <li>✚ HR Plans &amp; Programs</li> <li>✚ Titles, Grades &amp; Ranges</li> <li>✚ Roles &amp; Responsibilities</li> </ul>
<b>Operating Plans</b>	<ul style="list-style-type: none"> <li>✚ Operating Imperatives/Initiatives &amp; Timing Considerations</li> <li>✚ Revenue Build-Ups</li> <li>✚ Headcount Expense Plans</li> <li>✚ Initiative Spending</li> </ul>	<ul style="list-style-type: none"> <li>✚ Capital Requirements</li> <li>✚ Operating Metrics</li> <li>✚ Master &amp; Flexible Budgets</li> <li>✚ Rolling Monthly Forecasts</li> <li>✚ Cash Flow Forecasts</li> </ul>



# Operational Reviews

<b>Strategic Assessment</b>	<ul style="list-style-type: none"> <li>✚ Industry Attractiveness</li> <li>✚ SWOT Analysis</li> <li>✚ Competitive Benchmarking</li> <li>✚ Portfolio Fit</li> </ul>	<ul style="list-style-type: none"> <li>✚ Business Model Design</li> <li>✚ Operational Effectiveness</li> <li>✚ Financial Models and Metrics</li> <li>✚ Shareholder Value Potential</li> </ul>
<b>Growth Opportunities</b>	<ul style="list-style-type: none"> <li>✚ New Geographies</li> <li>✚ Product/Service Extensions</li> <li>✚ New Customer Segments</li> </ul>	<ul style="list-style-type: none"> <li>✚ Pricing Opportunities</li> <li>✚ Cross-Buying (Multiple Captures)</li> <li>✚ Frequency of Purchase</li> </ul>
<b>Process Efficiencies</b>	<ul style="list-style-type: none"> <li>✚ Cost of Goods Sold Purchasing</li> <li>✚ Distribution / Logistics Optimization</li> <li>✚ Sales Force / Lead Management</li> </ul>	<ul style="list-style-type: none"> <li>✚ Automation Opportunities</li> <li>✚ Interfaces Between Functions</li> <li>✚ Activity Based Costing</li> </ul>
<b>Cost Minimization</b>	<ul style="list-style-type: none"> <li>✚ Employee Participation Programs</li> <li>✚ Top Down Target Advice</li> <li>✚ Offsite Facilitation</li> </ul>	<ul style="list-style-type: none"> <li>✚ Staffing Analysis</li> <li>✚ Initiative Prioritization</li> <li>✚ Expense Policies &amp; Approvals</li> </ul>
<b>Reductions In Force</b>	<ul style="list-style-type: none"> <li>✚ Project Management</li> <li>✚ Financial Objectives</li> <li>✚ Business Implications</li> <li>✚ Selection Criteria</li> <li>✚ WARN Act Compliance</li> </ul>	<ul style="list-style-type: none"> <li>✚ Processing Control Systems</li> <li>✚ Retention Programs</li> <li>✚ Public Disclosures</li> <li>✚ Communications Packages</li> <li>✚ Policy Adjustments</li> </ul>



# Reporting & Analysis

<b>Management Reporting</b>	<ul style="list-style-type: none"> <li># OLAP Reporting Design</li> <li># Operations Reporting Design</li> <li># Balanced Scorecards</li> <li># Shared Service Allocations</li> </ul>	<ul style="list-style-type: none"> <li># Corporate Allocations</li> <li># Board, Mgmt &amp; IR Reports</li> <li># Bridge to GAAP Financials</li> </ul>
<b>GAAP Reporting</b>	<ul style="list-style-type: none"> <li># Revenue &amp; Expense Accruals</li> <li># GAAP Reporting Standards</li> <li># Segment Reporting</li> <li># MD&amp;A Disclosures</li> </ul>	<ul style="list-style-type: none"> <li># Footnote Disclosures</li> <li># Pro Forma Statement Advice</li> <li># Peer Benchmarks/Consistency</li> <li># Audit Preparation</li> </ul>
<b>SEC Reporting</b>	<ul style="list-style-type: none"> <li># S-1, S-3, S-4</li> <li># 10-K, 10-Q</li> <li># 8-K</li> </ul>	<ul style="list-style-type: none"> <li># Annual Proxy</li> <li># Tender Offers</li> </ul>
<b>FP&amp;A</b>	<ul style="list-style-type: none"> <li># Budget Variance Analysis</li> <li># New Location Models</li> <li># Pro Formas vs. Actuals</li> <li># Pricing Models &amp; Risk Analysis</li> <li># Competitive Analysis/Benchmarking</li> </ul>	<ul style="list-style-type: none"> <li># ROI Analysis</li> <li># Sales Force Efficiency</li> <li># Marketing Efficiency</li> <li># Merchandise Efficiency</li> <li># Distribution Economics</li> </ul>



# Financial Systems & Controls

<b>Budget &amp; Planning</b>	<ul style="list-style-type: none"> <li>✚ Project Management</li> <li>✚ Driver-Based Models</li> <li>✚ Planning Templates</li> <li>✚ General Ledger Interface</li> <li>✚ Reporting Design</li> </ul>	<ul style="list-style-type: none"> <li>✚ Annual Processes</li> <li>✚ Monthly Processes</li> <li>✚ Strategic Plan Integration</li> <li>✚ Budget Handbook</li> <li>✚ Officer and Field Training</li> </ul>
<b>General Ledger &amp; HR</b>	<ul style="list-style-type: none"> <li>✚ Project Management</li> <li>✚ Financial &amp; Operations Vision</li> <li>✚ Chart Field Design</li> <li>✚ Interfaces &amp; Flat File Sharing</li> </ul>	<ul style="list-style-type: none"> <li>✚ Systems &amp; Process Flowcharts</li> <li>✚ Accounting Handbook</li> <li>✚ HR/Comp &amp; Benefits Handbook</li> <li>✚ Processes and Training</li> </ul>
<b>Internal Controls</b>	<ul style="list-style-type: none"> <li>✚ New Hire/Fire Processes</li> <li>✚ Requisition, Purchase &amp; Receiving Processes</li> <li>✚ Standard Billing Schedules</li> <li>✚ Standard Legal Contracts</li> </ul>	<ul style="list-style-type: none"> <li>✚ Credit &amp; Debit Memo Processes</li> <li>✚ Investment/Cash Processes</li> <li>✚ Expense/Capital Policies</li> <li>✚ Segregation of Duties Analysis</li> <li>✚ Revenue Recognition Processes</li> </ul>
<b>Mgmt Controls</b>	<ul style="list-style-type: none"> <li>✚ Committee Approval Processes</li> <li>✚ Quarterly/Executive Reviews</li> <li>✚ Performance Appraisals</li> </ul>	<ul style="list-style-type: none"> <li>✚ Bonus &amp; Commission Plans</li> <li>✚ Stock Option Plans</li> <li>✚ Training Programs</li> </ul>



# Capital Markets

<b>Initial Public Offerings</b>	<ul style="list-style-type: none"> <li># Readiness Assessment</li> <li># Management Off-Site Facilitation</li> <li># Preparedness Training Sessions</li> <li># Investment Banking Selection</li> <li># Prospectus Writing Assistance</li> </ul>	<ul style="list-style-type: none"> <li># Road Show Presentation Assistance</li> <li># Capital Raising Advice</li> <li># Financial Returns Analysis</li> <li># Comparables / Valuation</li> </ul>
<b>Investor Relations</b>	<ul style="list-style-type: none"> <li># Investor Themes</li> <li># Press Release Scripts</li> <li># Webcast Scripts</li> <li># Investor Presentations</li> </ul>	<ul style="list-style-type: none"> <li># Comparables / Metrics</li> <li># Peer Release Dates</li> <li># IR Database / Calendar</li> <li># Analyst Perspective</li> </ul>
<b>Treasury/ Capital Markets</b>	<ul style="list-style-type: none"> <li># Capital Structure Review</li> <li># Credit Comparables Analysis</li> <li># Treasury Planning Models</li> <li># Rating Agency Preparation</li> </ul>	<ul style="list-style-type: none"> <li># Bank Negotiations &amp; Documentation</li> <li># Investment Portfolio Review</li> <li># Legal Organization</li> </ul>
<b>Mergers &amp; Acquisitions</b>	<ul style="list-style-type: none"> <li># Target Identification</li> <li># Due Diligence / Data Rooms</li> <li># Negotiations &amp; Documentation</li> <li># Pro Forma Effects Analysis</li> <li># Transition Services (Carve-Outs)</li> </ul>	<ul style="list-style-type: none"> <li># Synergy &amp; Implementation Review</li> <li># GAAP Accounting</li> <li># Capital Structure Review</li> <li># Investor Reaction</li> <li># Strategic Alliances</li> </ul>



# Interim CFO



- ✚ Department Management

- ✚ Monthly Close

- ✚ Monthly Budgets

- ✚ Controls Adherence

- ✚ Financial Planning & Analysis

- ✚ Specific Projects & Enhancements

  - ➔ Planning

  - ➔ Controls

  - ➔ Capital Markets

  - ➔ Reviews

  - ➔ Systems

  - ➔ Transactions

  - ➔ Reporting

  - ➔ Infrastructure

  - ➔ Other

