

Insightter



Fall 2010

INVESTMENT AND PORTFOLIO MANAGEMENT ADVISOR

EXECUTING THE BATTLE ON MULTIPLE FRONTS... THE STORM APPROACH:

At Storm we are frequently called upon by investors and portfolio managers to work with companies that have multiple operational and financial “issues” that negatively impact financial performance on a number of levels (revenue decline, expense increases, margin erosion, cash flow/ liquidity issues, etc). The skill set required to resolve one or two major issues under normal business conditions is much different than skills required in a downward performance spiral. In this situation, the cumulative impact of major liquidity and performance issues can quickly overwhelm an inexperienced management team. When engaged by the stakeholders, STORM takes a “real world” and proven approach towards the resolution of performance issues. Key elements of our approach include:

- Understand root causes vs. symptoms that are driving poor performance. We typically can gain significant insight within one to two weeks, through a functional review of the business (Sales, Finance, Operations, Human Resources, etc).
- Establish six month goals for the organization that drive clarity in focus and purpose, development of functional roles and responsibilities and performance metrics. The greatest benefits being resource alignment and commitment attainment.
- Emphasize bottom line profitability and top line growth through the implementation of a “pricing committee” process. Too many companies view pricing as a once a year process.
- Develop a “live to fight another day” strategy that resolves the current issues, while preserving long-term strategic options. We ensure sound business fundamentals and practices are in place to sustain profitability and growth into the future.

“We view challenging times as an opportunity to make the necessary changes required for sustained profitability and future growth”

STORM's real world management experience can help in areas such as:

- Generating additional cash flow
- Improving bottom line profitability
- Contingency Planning
- Pricing and terms to maximize profitability
- Supplier negotiations and sourcing strategies
- Exiting unprofitable products and market segments
- Rationalizing and enhancing marginal operations
- Game-plan for new products & services
- Developing customer specific strategies
- Management team mentoring and development
- Results oriented incentive plans
- Sales and Marketing improvements
- Lowering "breakeven levels
- Culture change with a bottom line focus

USING STORM EFFECTIVELY...

Our experience spans both good and bad times. We have successfully navigated through the issues that are once again prevalent in today's business environment.

We guide stakeholders to the appropriate actions required and work with them in the execution of plans that restore financial and operational health.

...The key is to get us involved early, when there is both time and the options available for a successful outcome!

We are here to assist you on these and other operational and strategic improvements

...give us a call to see how we can help!

3081 Holcomb Bridge Rd.

Suite H-1

Crossings Center VI

Norcross, GA 30071

678.291.9191

www.stormconsultingllc.com