

Ring\$ of Value

Quick Reference Sheet

7. **The cultural environment:** Create an environment so magnetic that A-level workers want to come to your company and want to bring their friends.
6. **Innovation:** Step beyond the status quo and lead your industry with creativity; this mindset becomes your identity.
5. **Revenue Streams:** Revenue does not have to only be defined in linear terms only. Diversification can add new revenue and profits by utilizing some of the same overhead you are already paying for with existing operations.
4. **Distribution Channels:** A well-established logistical network quickly moves products or services from your organization to the customer. Whether through enhanced vendors or sourcing, or how you ultimately provide those goods and services to your customers, the more advanced and cost efficient your network, the more valuable.
3. **Branding and Public Identification:** People don't buy what you do, they buy why you do it. Are you telling the right story to the right people? Good branding does.
2. **Ability to Replicate and scale:** Document and track your processes so that any employee can perform them and the metrics are measurable. Then leverage those processes to increase revenue with diminishing incremental costs.
1. **Power to Change Lives:** Use your company's social consciousness crossover as a way to both change the conversation around an issue *and* translate to your income statement as a goodwill add-on valuation factor.

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