

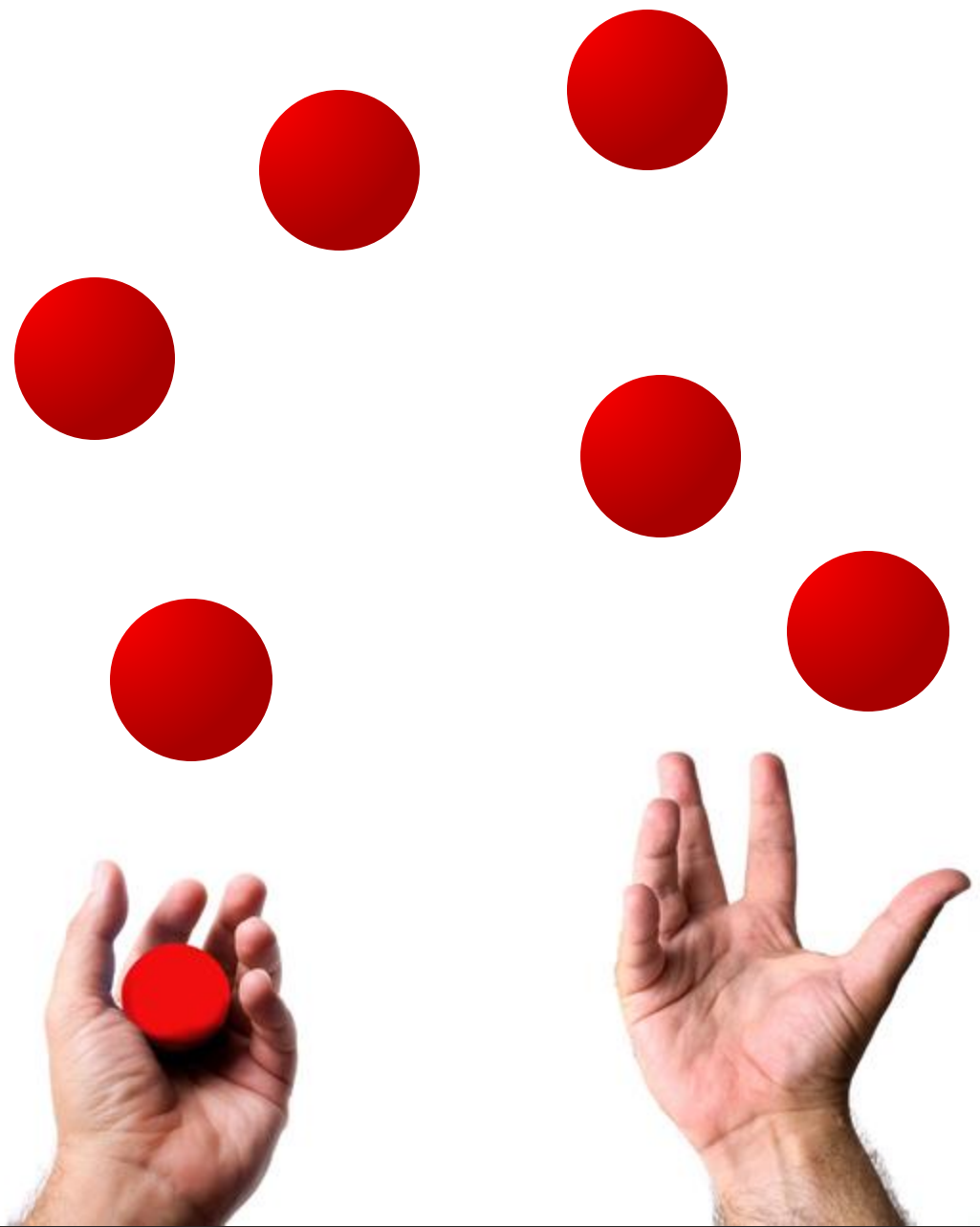
How to Pick a “Smart” Quarterly Priority

PRESENTED BY

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ASPIRE GROWTH ADVISORS





**I was going to take over the world...
but then I saw another shiny object.**

Pareto Principle
Focus on the **Vital Few**;
Ignore the **Trivial Many**

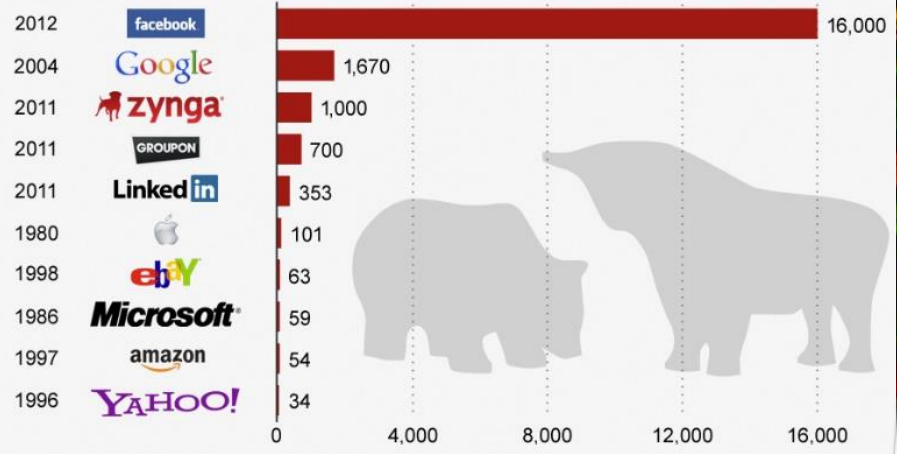
Joseph Juran, Management Consultant, 1941

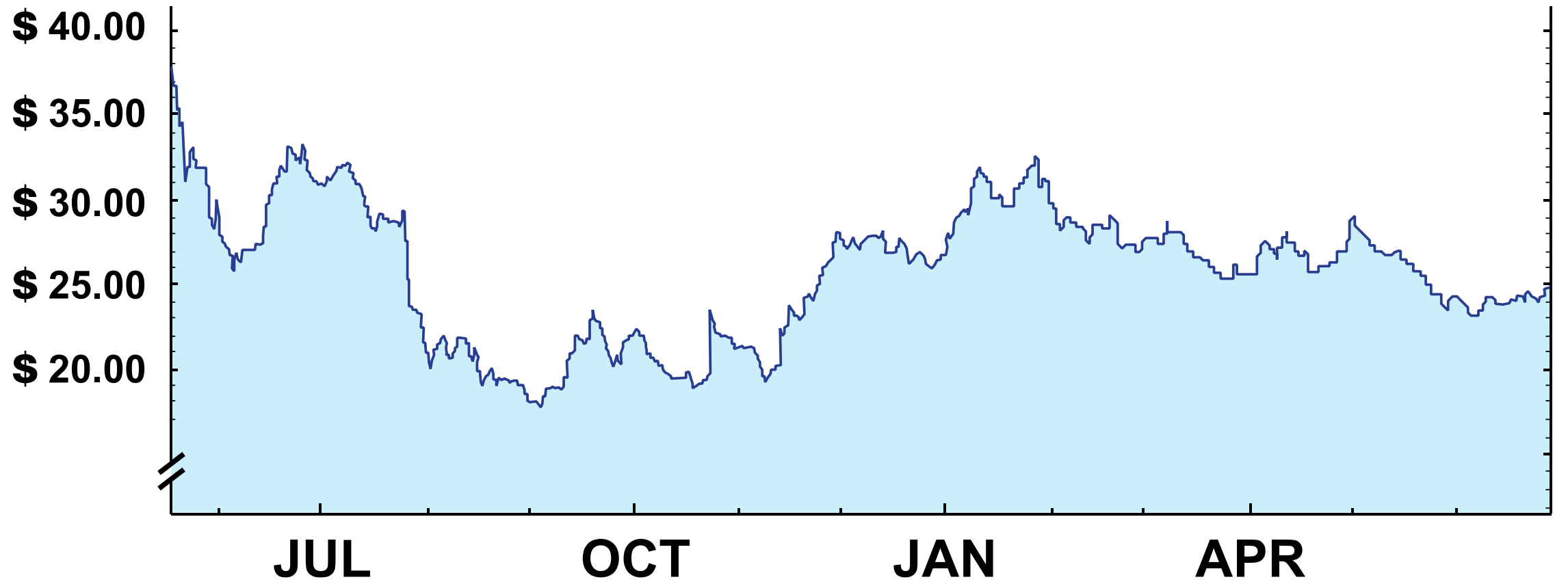
WHAT'S YOUR
MAIN THING?



Facebook's IPO compared with other tech companies

Raised capital in million \$





(from May 18. 2012 to Jun 28. 2013)

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Connecting The World

1B Users per App

1 Year

Mobile Revenue

3 – 5 Year

1. Best & most ubiquitous mobile product
2. Build the platform
3. Monetization & economic engine

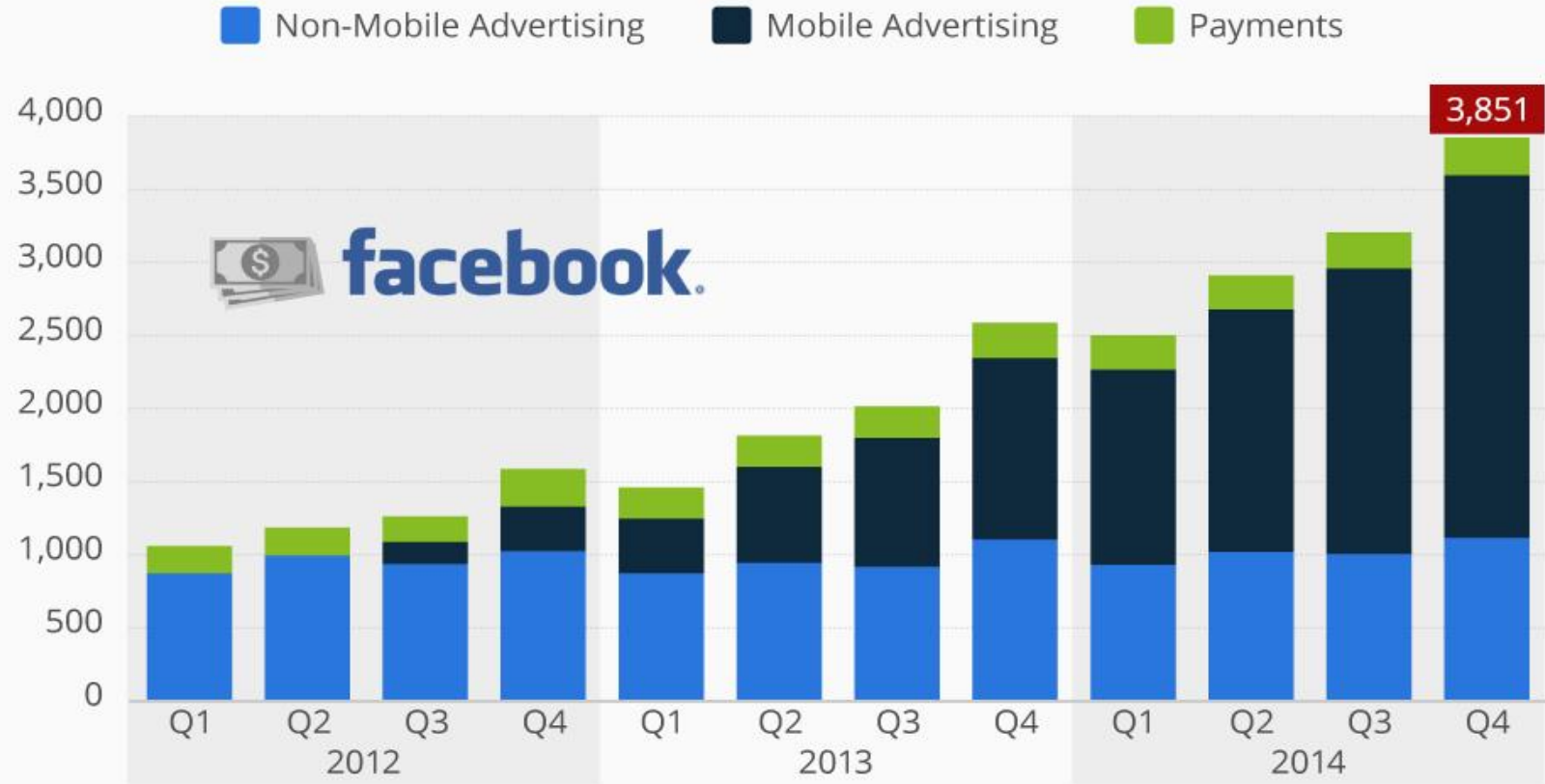
Quarterly

Mobile Capability
Building the Platform



Mobile Ads Account for 98% of Facebook's Revenue Growth

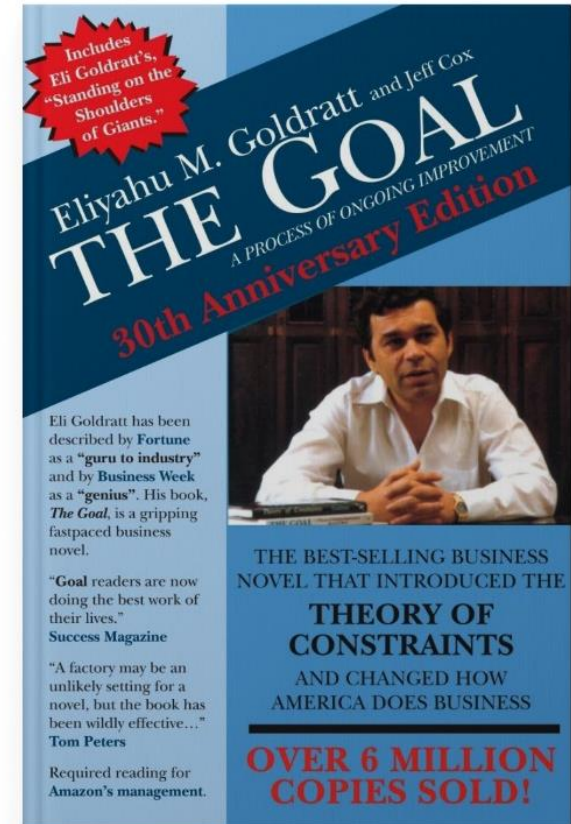
Facebook's quarterly revenue, by segment (in million U.S. dollars)



ELI GOLDRATT

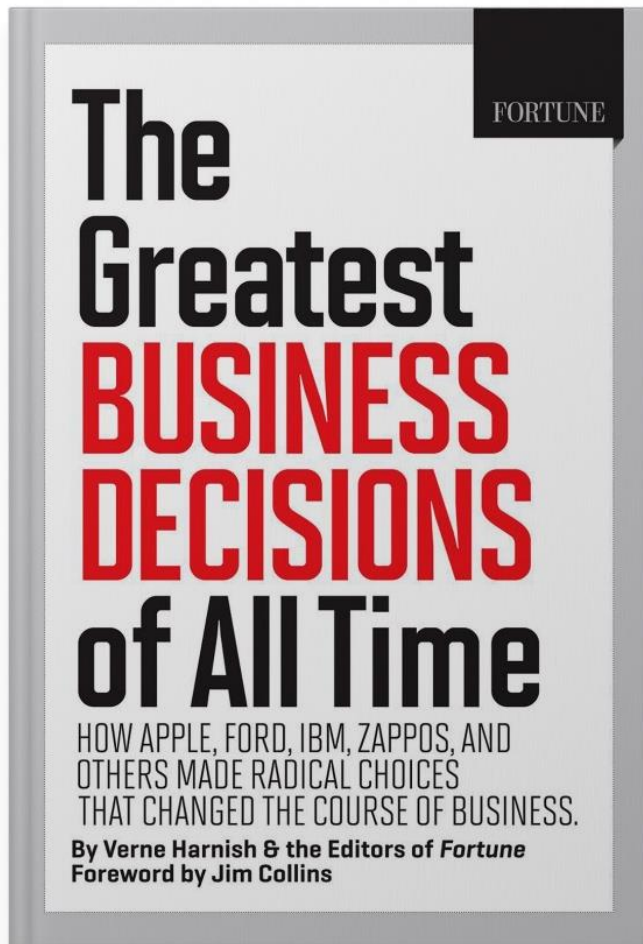


1947 – 2011





Theory of Constraints



Quarterly Targets

Gross Sales \$_____

GM %\$_____

Op Ex %\$_____

EBITDA/Other %\$_____

Cash

Units Sold

PEOPLE
(Relationship)

PROCESS
(Transactions/Activities)

employees



customers



record keeping



make/buy



2 Demands



CRITICAL NUMBER

One critical number to drive your short-term priority.
A second critical number to counterbalance.

Success Criteria



Red:

Below acceptable (urgent)
\$8 million

Yellow:

Below the goal (pay attention)
\$9 million

Green:

The goal (success)
\$10 million

Other Key Objectives



Operational Excellence

Productivity & Efficiency
Product / Service Quality
Innovation



People

Right People, Right Seats, Right Things
Customer Loyalty & Satisfaction
Employee Engagement & Culture



Initiatives

ERP Implementation
Diversification: customer base, geography, product/services

Initiatives/Priorities (Rocks)

- **S** = Specific
- **M** = Measurable (KPIs)
- **A** = Achievable
- **R** = Realistic
- **T** = Time-bound

"To recruit, hire and onboard a Regional Sales Manager in the Midwest Region by December 31"

"To design, prototype and test the Auxiliary Power Unit (new) product QB3 by April 30"

QUESTIONS?



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