

# The Red Dot Profile<sup>©</sup>

*Due diligence.....*

*Do we understand our market?*

*Are we aligned as a management team?*

*Are we managing our cash?*

*Do we communicate?*

*What is our breakeven?*

*How do we improve our gross margin?*

*Do we have the management capability to manage change?*

## *baseline assessment*

*What do we really think of our business and how is it performing?*

The Red Dot Profile<sup>©</sup> is an onlinetool that analyses your business from a number of different angles. Understanding the alignment of

*The Management Alignment Profile* looks at consensus within the management team, showing the areas where individuals are not in agreement about the goals of your business and where communication lines could be improved to ensure everyone is pulling in the same direction.

*The Management Profile* combines working preferences with attitude to risk. It is two extensively researched and proven tools. that shows how individuals can best contribute to team success and their attitude to managing change within your business.

*The Financial Dynamics model* analyses your company's performance, focusing on breakeven and the level of working capital within the business. These two areas help you to understand profitability and cash management and make more effective use of the businesses resources.

***Red Dot is a proven way to stimulate change in your business.***



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