

CEO - Global Telecommunications

IN BUSINESS 4 YEARS FT. LAUDERDALE, FLA.

GOAL - GROW

MISSION CRITICAL ISSUE;

CEO Vision to grow innovative telecommunications company to solve third world countries electronic communications needs

No Business Plan

Needing funding for growth

CURRENT SITUATION;

- No Strategy or formal business plan to grow the business
- No strategy or formal plan to acquire funding
- In 17 countries with no formal strategy to penetrate the market
- Weak management team
- CEO lacking leadership skills

SOLUTION;

MIND DUMP rapid prototyping white boarding sessions to discover and work out key problems

14 MIND DUMP sessions over 7 days including reps from 17 countries

RECOMMENDATIONS;

- Mentor CEO to transition from technical expert to value managing CEO
- Write business plan to map a clear strategy to achieve targeted outcomes in an accelerated time frame
- Write business plan to acquire sufficient funding from alternative funding sources as banks and traditional asset based funding sources are not an option
- Place CFO colleague in the corporate office to clean up the financials so they can be used to write a meaningful business plan
- CFO in place to structure financial controls and reporting systems
- Secure \$3,000,000 seed capital to fund 1st stage of grow

CEO - Global Telecommunications

IN BUSINESS 4 YEARS FT. LAUDERDALE, FLA.

GOAL - GROW

OUTCOME;

CFO in place for six months restructuring and putting financial controls in place

CFO recast financials so they made sense for an alternative funding source to participate as an equity investor

Secured \$3,000,000 in capital for initial stages of growth

Using CFO's financials wrote the narrative for the plan to map the growth of the company

After one year CEO continued to grow the company using MIND DUMP strategies as the foundation