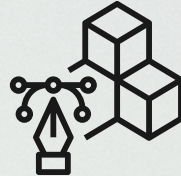




THE SIERRA CFO PATH TO SUCCESS

A step-by-step journey to clarity, profitability, and growth.

Assess	Structure	Plan	Optimize	Scale
				
Understand where your business stands today	Build a strong financial foundation that supports growth	Move from reporting the past to planning the future	Improve profitability - turn strategy into measurable results	Build long-term enterprise value for owners and investors
Deliverables: • Deep-dive financial review (3 yrs) • Profitability & Cashflow analysis • Chart of accounts & systems audit • Benchmarking vs industry metrics • Identify opportunities & risks	Deliverables: • Updated financial reporting • Clean monthly close process • KPI dashboard implementation • Cash forecast & scenario planning • Establish the right processes • Maximize financial visibility	Deliverables: • Budget & rolling forecast model • Profitability by product / location • Define measurable goals & KPIs • What-if modeling for growth • Scenario planning for cost reduction • Strategic plan to align owner goals	Deliverables: • Monthly finance leadership reviews • Variance analysis • Create accountability for results • Cost efficiency programs • Pricing & margin optimization	Deliverables: • Financial due diligence package • PE / Lender relationship mgt • Valuation enhancement roadmap • Strategic exit or funding advisory
Outcome: Clear understanding of current financial position and actionable quick wins	Outcome: Reliable numbers, visibility into cash, and clear metrics to drive confident decisions	Outcome: A clear, data-driven strategy and plan that aligns operations and capital with business goals	Outcome: Improved profitability, stronger cash position, and controlled growth	Outcome: Be prepared for what's next: growth, investment, or exit strategy