

Building Value in Stormy Times

Traversi & Company utilizes a proprietary approach - the Value Creation Model™ - to building enterprise value in challenging economic times. We have used this approach with many companies over the years and, while it operates very effectively in all economic climates, we know it operates particularly well to strengthen them in the face of slackened demand, compressed margins, and cash and credit constraints. In robust times, businesses have a much larger margin for error in the way they strategize and execute. Today's times, however, are much less forgiving. Our approach - delivered through in-depth strategic advisory and executive coaching programs - focuses on the four elements, three disciplines, two cultures, and one catalyst necessary for building enterprise value.

The 4 Elements

People. In your employees, customers, and shareholders, do you have the right people? Are you able to attract and retain the right people? Are their interests aligned with yours? Are they able to grow with you? Is your communication clear, honest, and empathic?

Plan. As a foundation, is your product both needed and differentiated? Do you have clearly stated, well understood mission and core values? Do you have clearly stated, rational goals? Have you clearly communicated the actions steps necessary to achieve those goals? Do you have processes and procedures in place to measure progress toward those goals? Have you clearly specified individual accountabilities ensuring the achievement of the organizational goals?

Plant. Are you producing and delivering your product in the highest quality, most efficient manner possible? Are you marketing and selling your product in the most productive and efficient manner possible? Do you account for your operations in a high integrity, highly efficient way?

Protein (Cash). Are you leading your organization with a dominant emphasis on the generation and preservation of cash?

The 3 Disciplines

Rank. Do you prioritize well? Do all constituents understand the organization's priorities?

Reality. Do you collect and analyze data from your customers and employees to ensure you are always aligned with the reality of your environments?

Rally. Do you have frequent, highly productive and efficient communications with your employees so that everyone remains on the same page?

The 2 Cultures

Credibility. Do you and your employees possess competency and display consistency and congruency in words and behavior such that others have a deep confidence in your company?

Care. Do you and your employees sincerely care about the quality of your product and interactions with each other, customers, vendors, and other constituents.

The 1 Catalyst

The CEO. Do you possess all the traits and perform all the functions necessary to run your organization optimally?

