# Authentic Brand & APQs

**MY AUTHENTIC BRAND IS:**

I AM A _____ (insert #1) who _____ (insert #2).

I _____(insert #3).

I give this by _____(insert #4 and #5).

## Developing APQs: Warmth and Clarity

# Audience Description

**Meeting:** Top Executive Committee

**Key Decision Maker:** CEO

**Audience:** Top Executive Committee

**Location:** Company Board Room

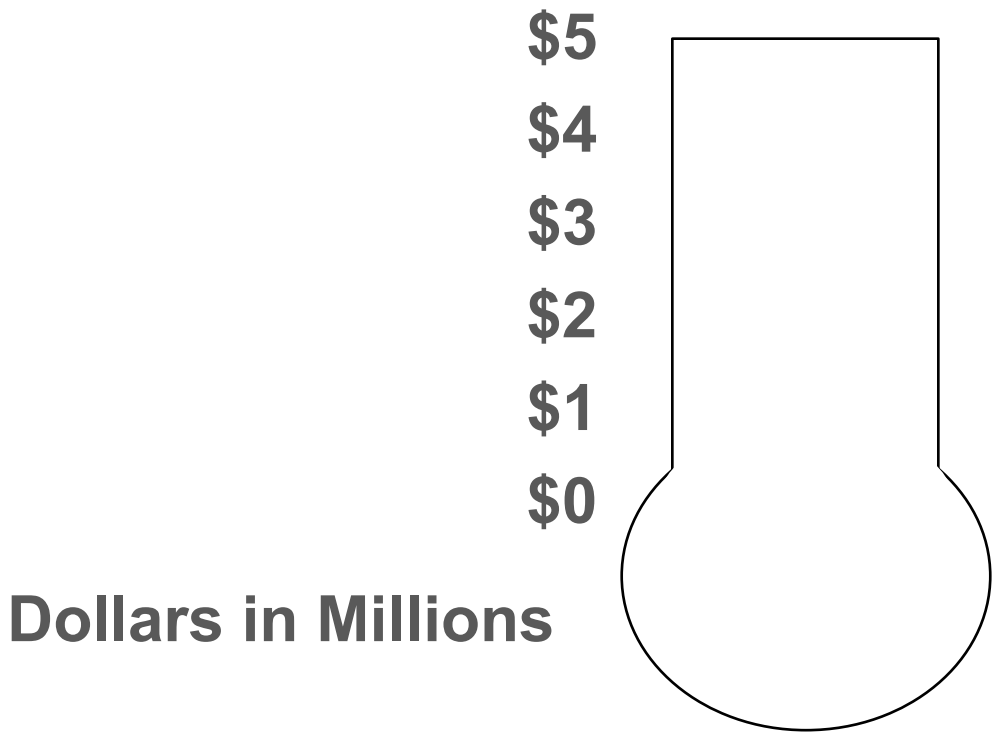
**Personality Type:** Mixed

# Working Capital Update

John Smith
Executive Committee Review

Attention-Getting Opening

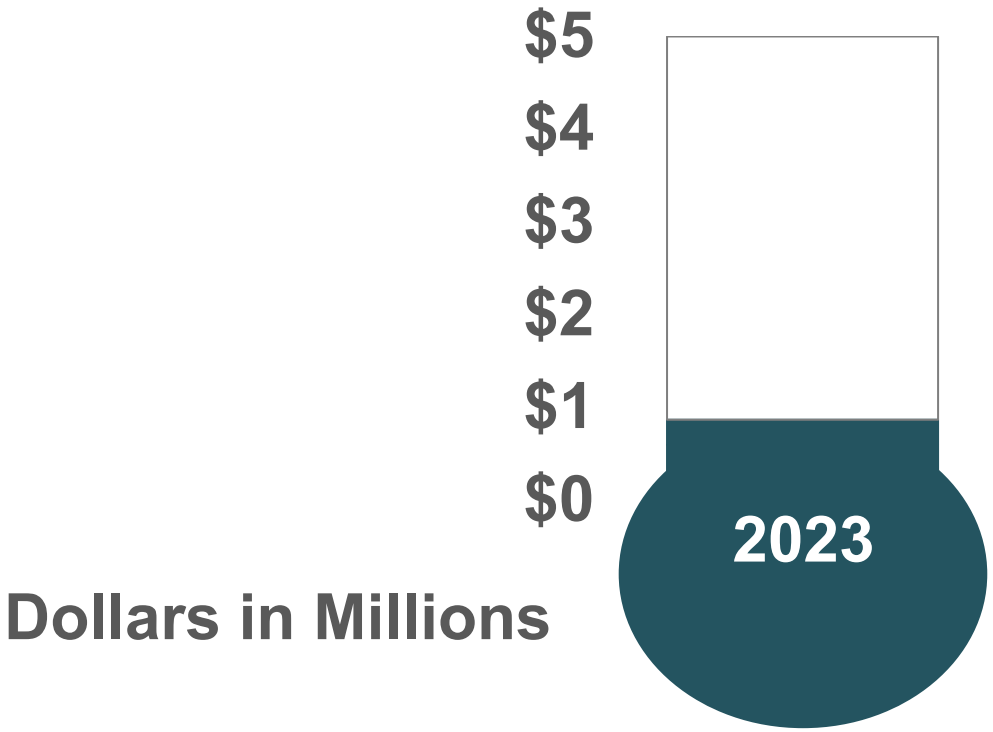
# Working Capital Status




***Initially Targeted $5M Improvement By End Of 2026***

Attention-Getting Opening

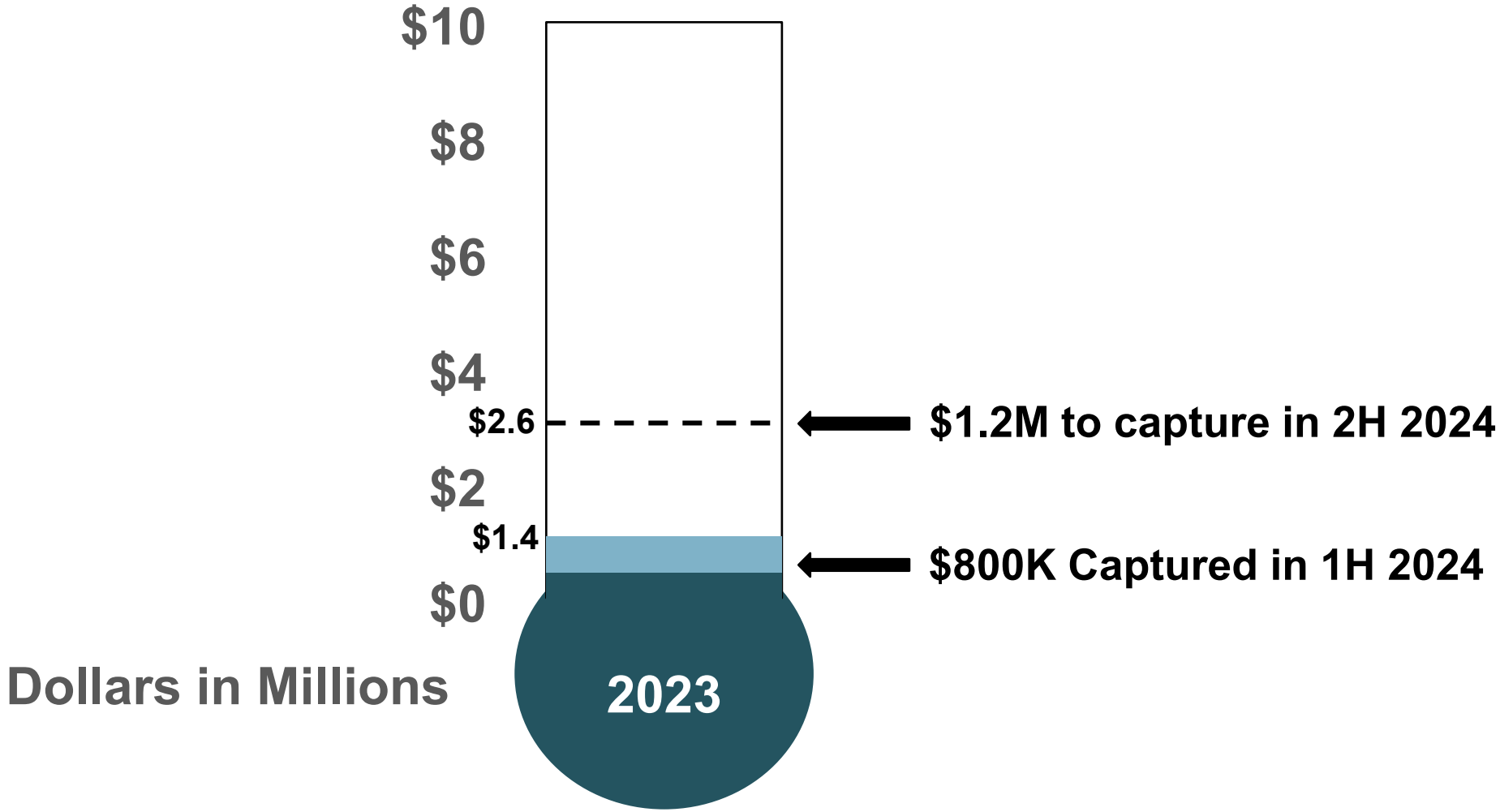
# Working Capital Status




***$600K Captured in 4Q 2023***

Attention-Getting Opening

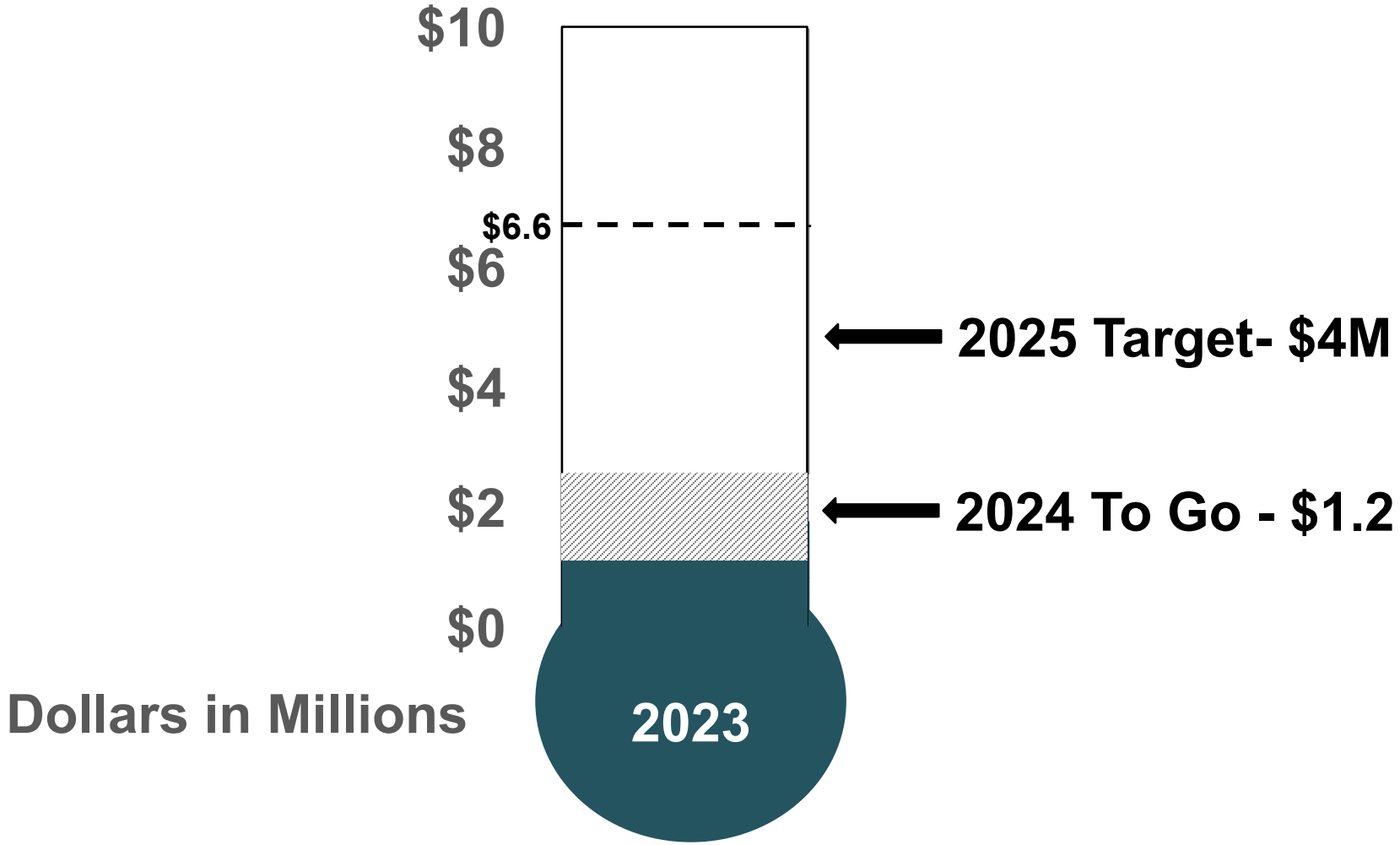
# Working Capital Status




***$1.4M Captured Through 1H 2024 . . . Increased Target to $10M***

Attention-Getting Opening

# Working Capital Status




***$4M Target in 2025***

# Executive Summary

- **Purpose:**
  - –Update on Working Capital improvements
- **Value Proposition:**
  - – Improve operational efficiency
  - – Cultural change has started
  - – Potential 25% - 30% increase in stock price
- **Action:**
  - – Flow down of recommended communication message

# Agenda

- Working Capital Status
- Metrics
- Next Actions

"H" = Highlight the Point,
"O" = OK, So What

# Working Capital Status



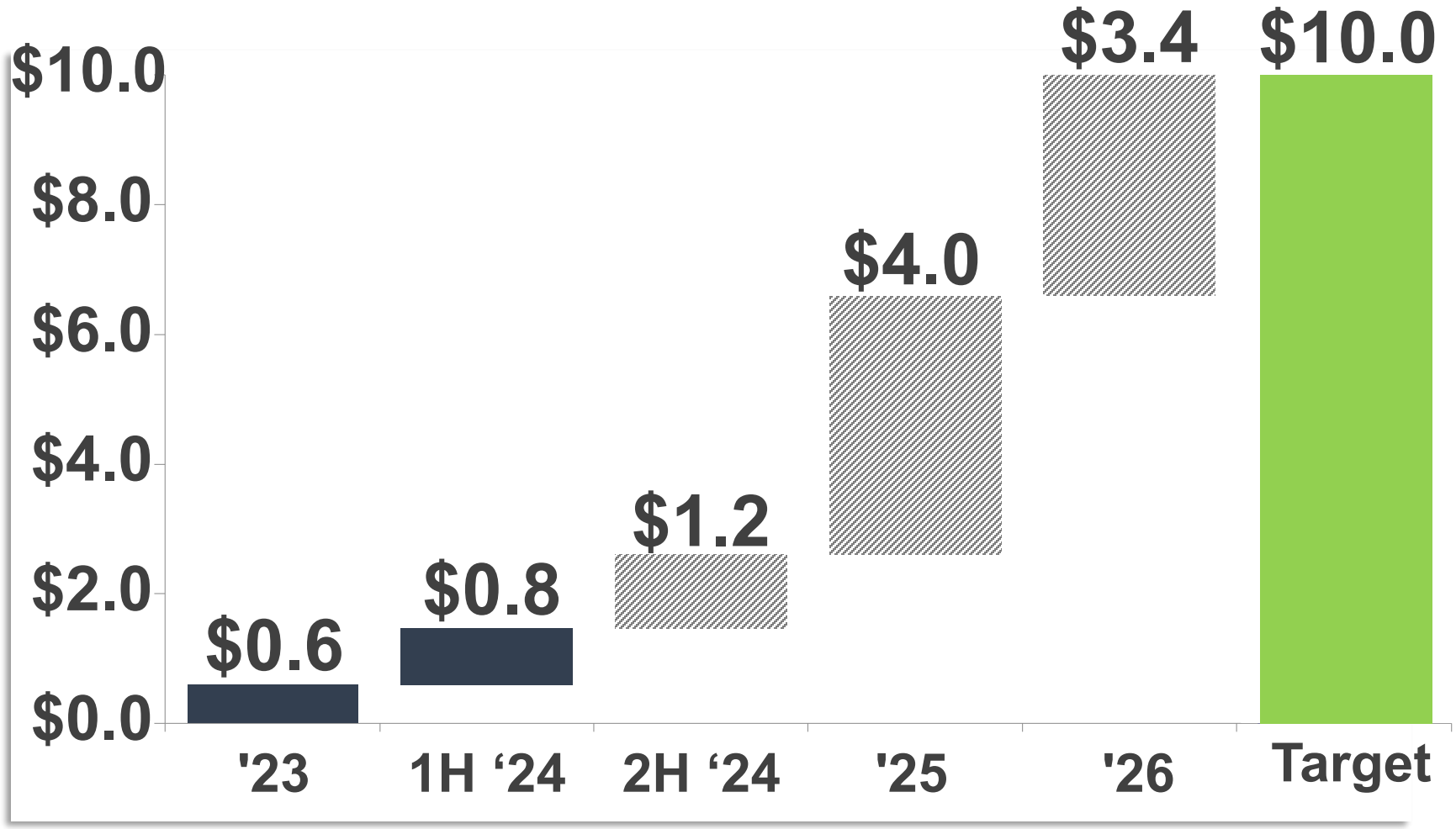
- 2024 target - $2.0M improvement
- Procure to Pay
- Inventory Management
- Communication strategy in place

***Accelerating financial benefit…driving working capital culture***

"R" = Relevant Information

# Working Capital Status

$ in Millions




*$10M Improvement over 3 Years*

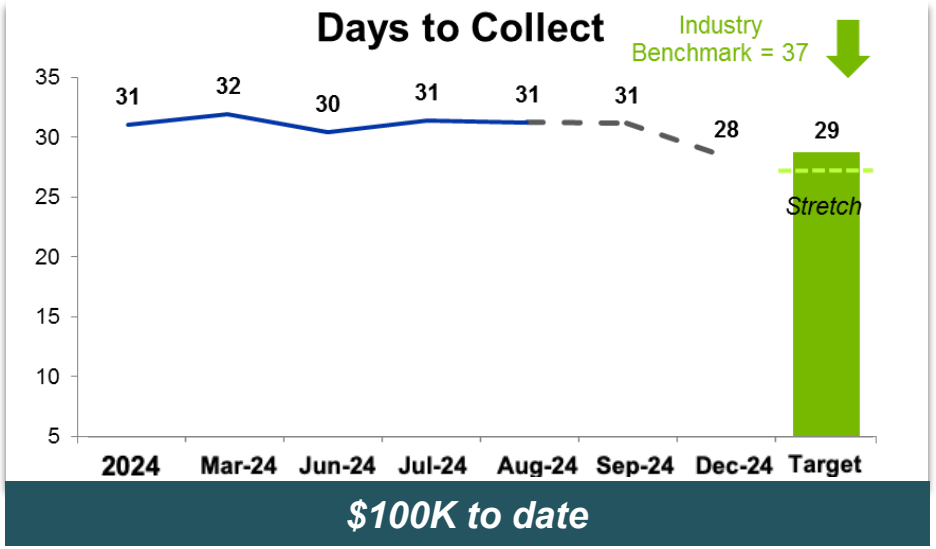
"E" = Ease to Next Point

# Agenda

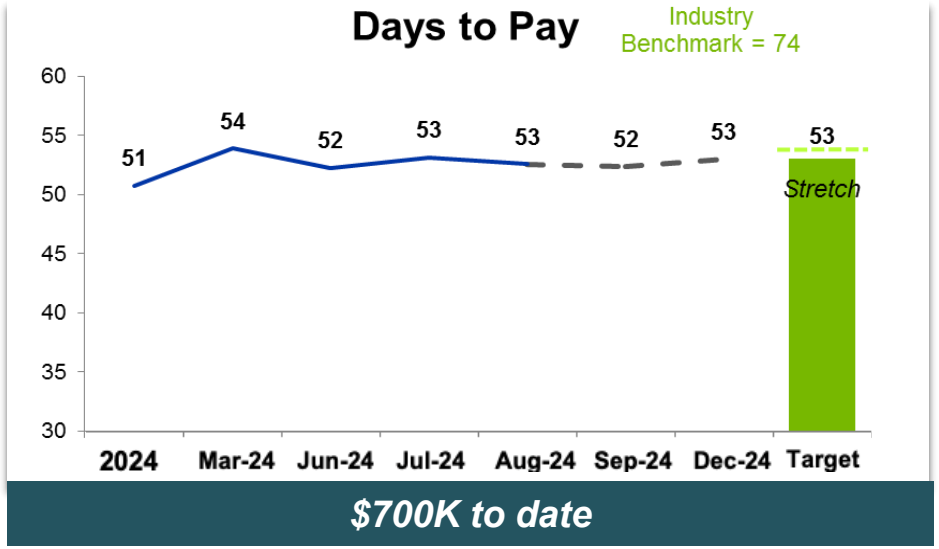
- Working Capital Status
- Metrics
- Next Actions

"H" = Highlight the Next Points (Overview)

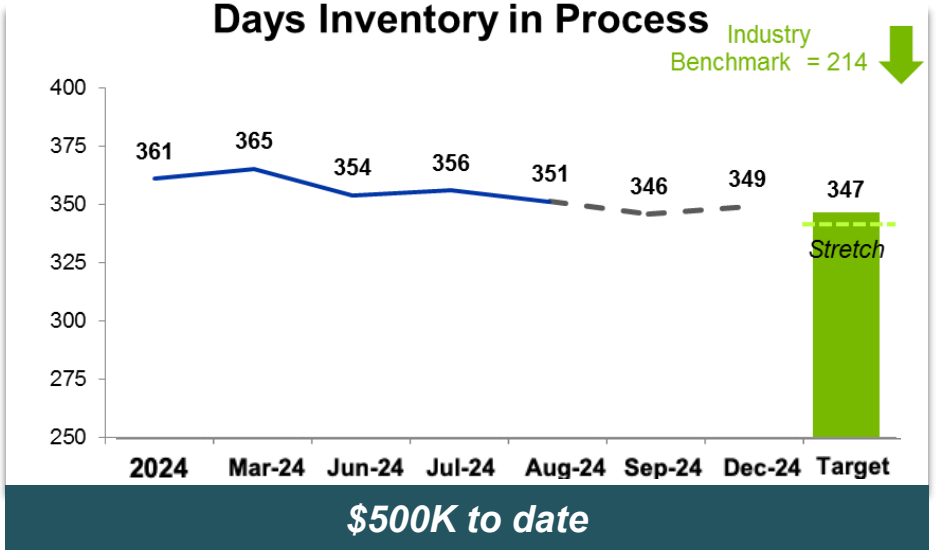
# Working Capital Metrics "Overview"




*$100K to date*




*$700K to date*

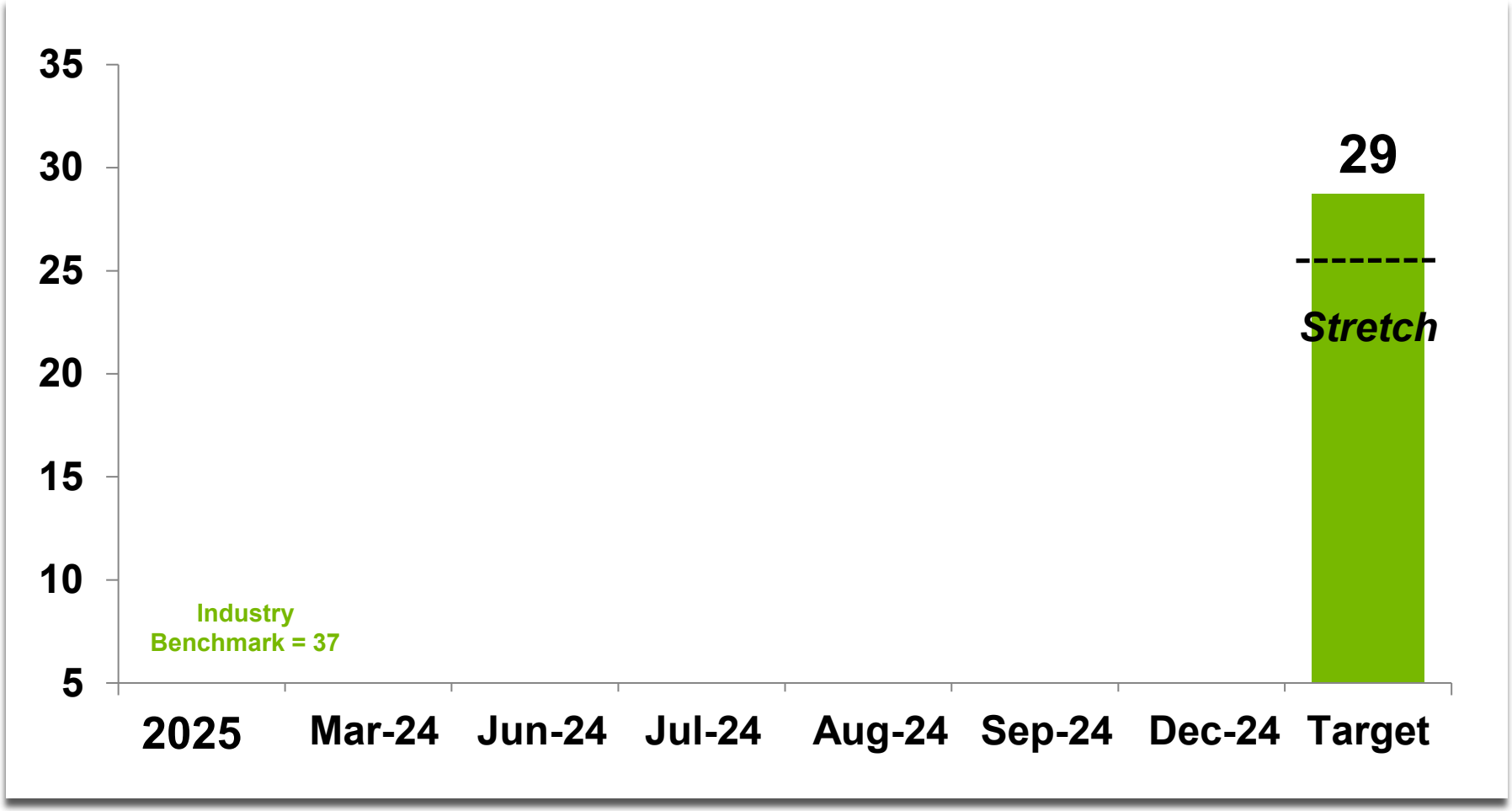



*$500K to date*

| Business Unit | Achieved YTD | YE Target |
|---|---|---|
| Alpha | $594 | $1,000 |
| Bravo | $398 | $600 |
| Charlie | $210 | $400 |
| Delta | $16 | |
| Total ($ in Thousands) | $1,218 | $2,000 |

"H" = Highlight Next Point, "O" = OK, So What

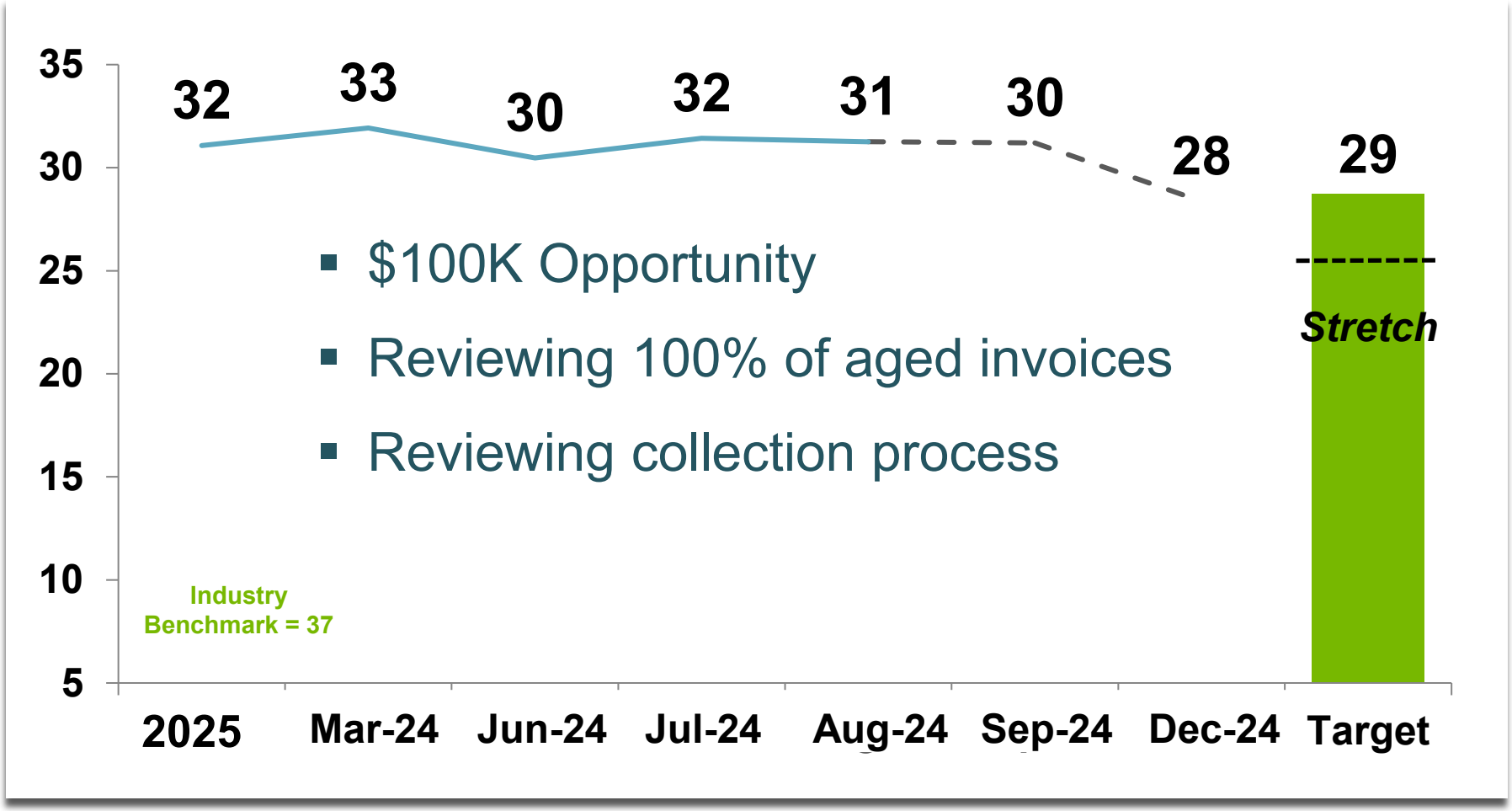
# Days to Collect




*$100K to date*

"R" = Relevant Information

# Days to Collect




*$100K to date*

"E" = Ease to Finish Strong

# Agenda

- Working Capital Status
- Metrics
- Next Actions

# Actions

- Complete 2024 Commitments
- Drive Inventory Accountability
- Enhance 2025 Financial accountability
- Flow down of recommended communication message

# Cash Flow and Stock Price

