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

Developing APQs

Clarity & Confidence

Audience Description

Meeting: Top Executive Committee

Key Decision Maker: CEO

Audience: Top Executive Committee

Location: Company Board Room

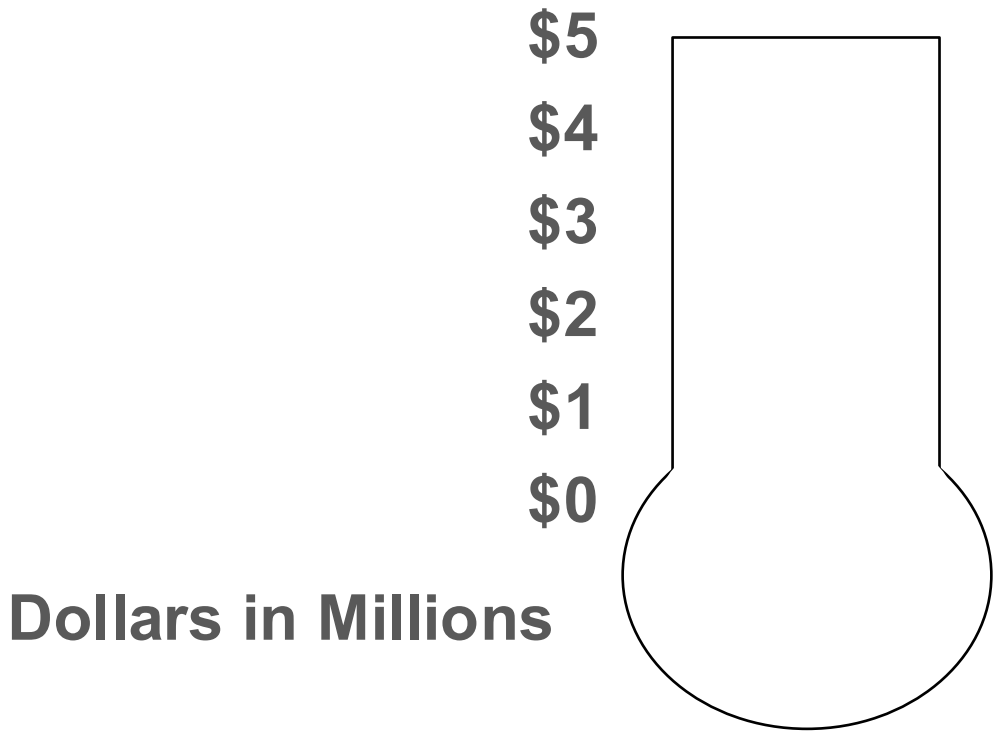
Personality Type: Mixed

Working Capital Update

John Smith
Executive Committee Review

Attention-Getting Opening

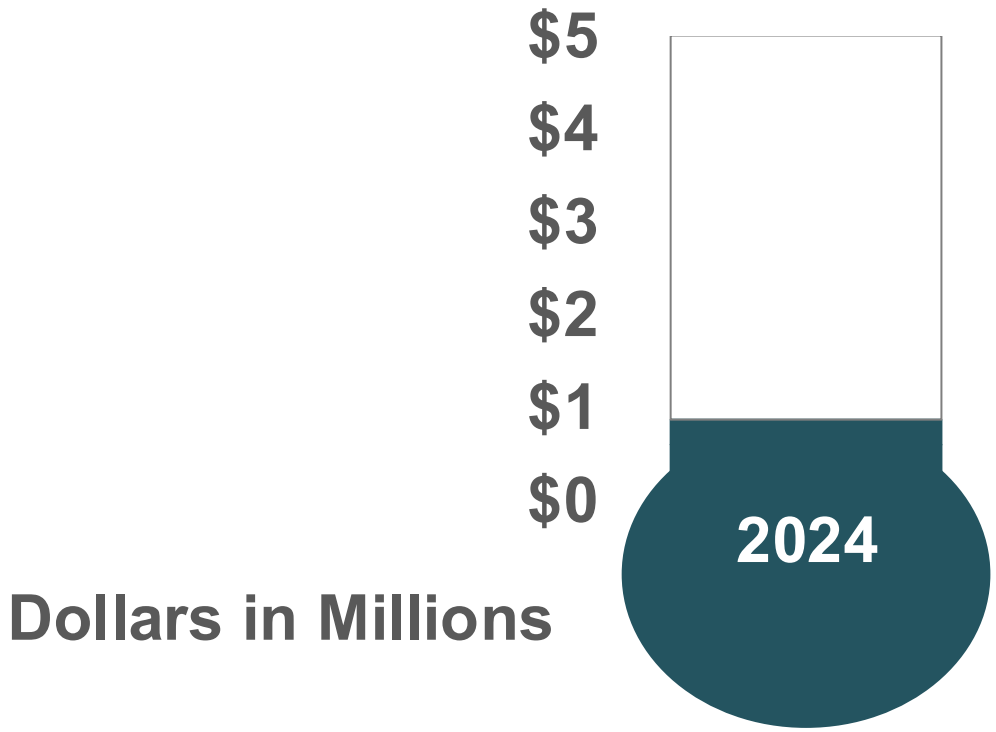
Working Capital Status



Initially Targeted $5M Improvement By End Of 2027

Attention-Getting Opening

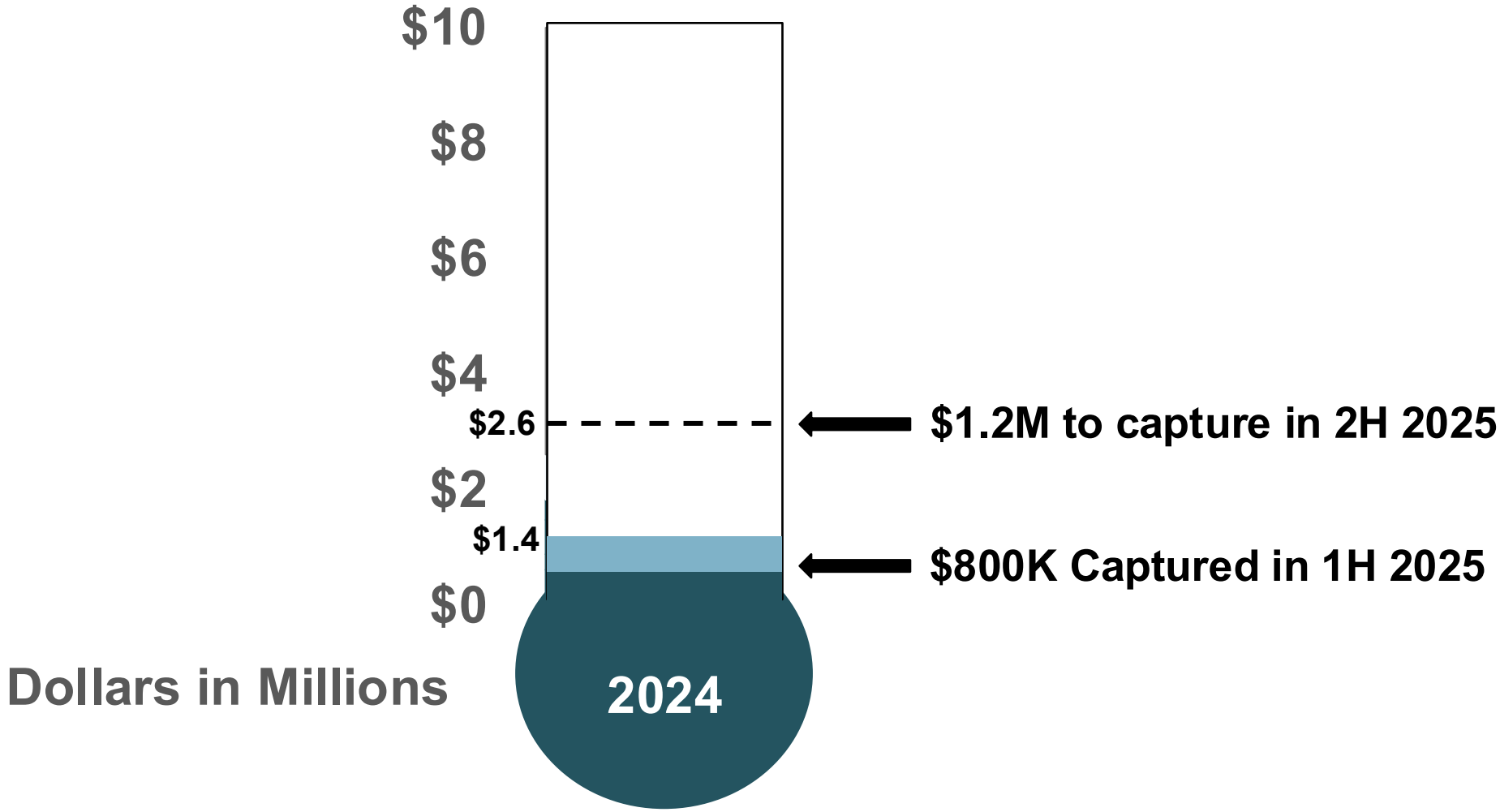
Working Capital Status



$600K Captured in 4Q 2024

Attention-Getting Opening

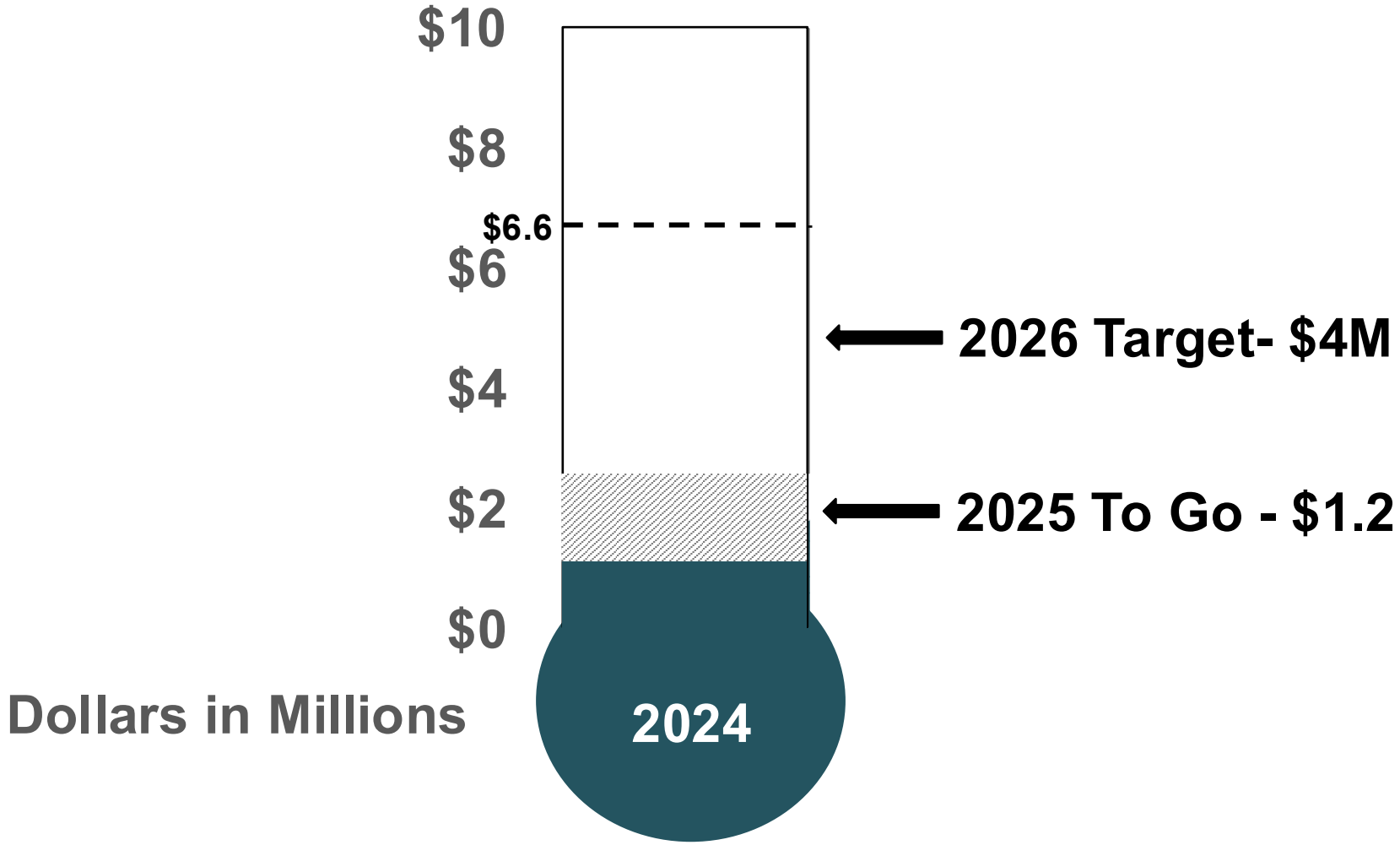
Working Capital Status



$1.4M Captured Through 1H 2025 . . . Increased Target to $10M

Attention-Getting Opening

Working Capital Status



$4M Target in 2026

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