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

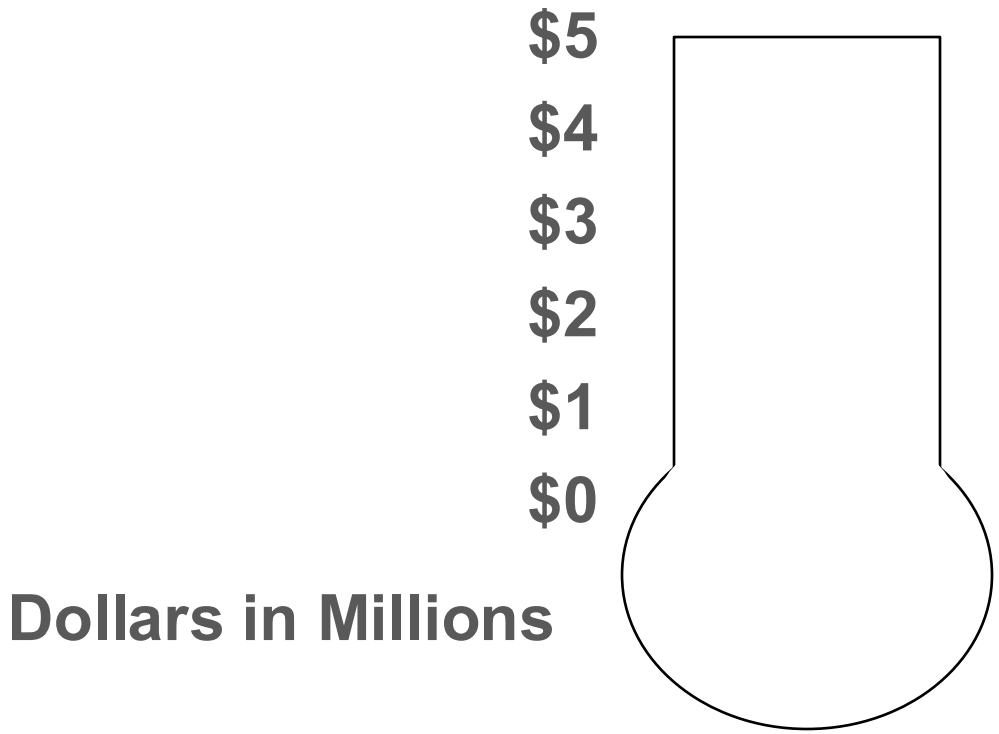
Personality Type: Mixed

Working Capital Update

John Smith
Executive Committee Review

Attention-Getting Opening

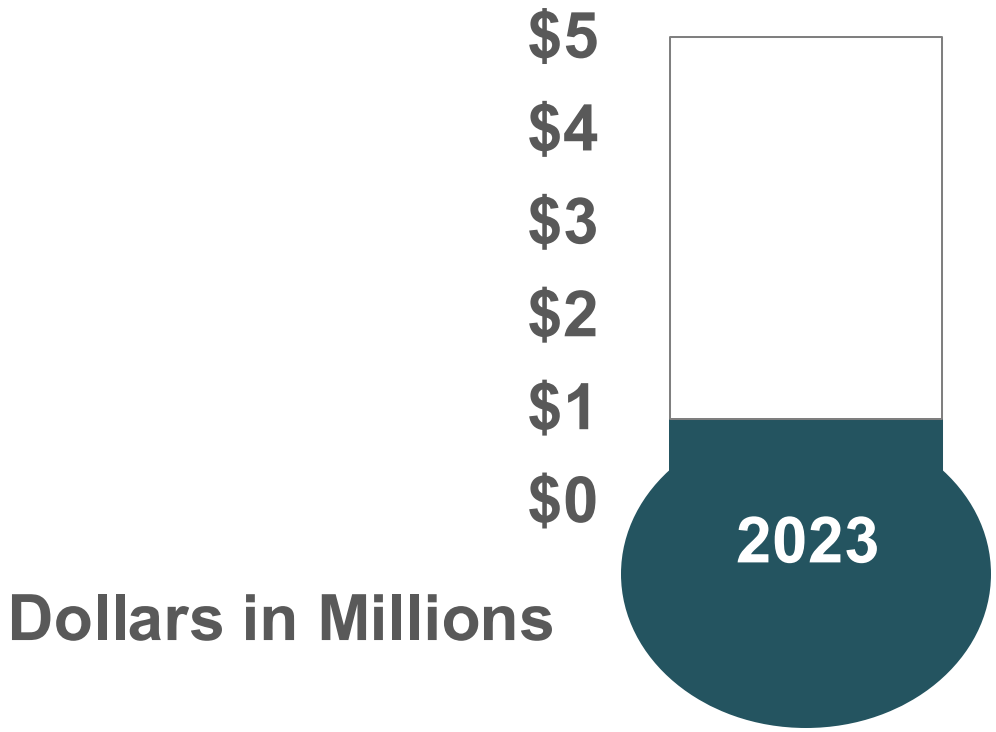
Working Capital Status



Initially Targeted $5M Improvement By End Of 2026

Attention-Getting Opening

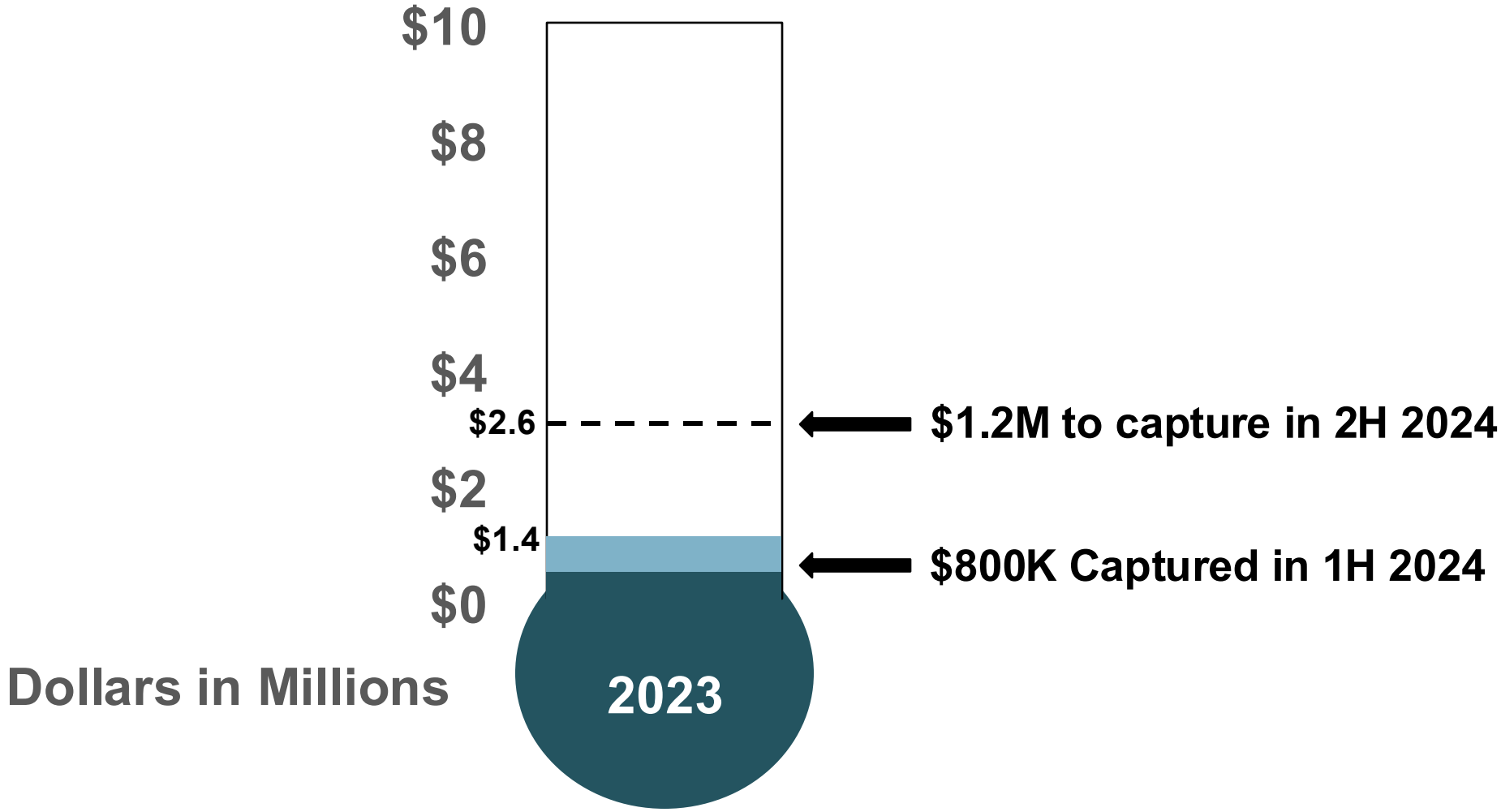
Working Capital Status



$600K Captured in 4Q 2023

Attention-Getting Opening

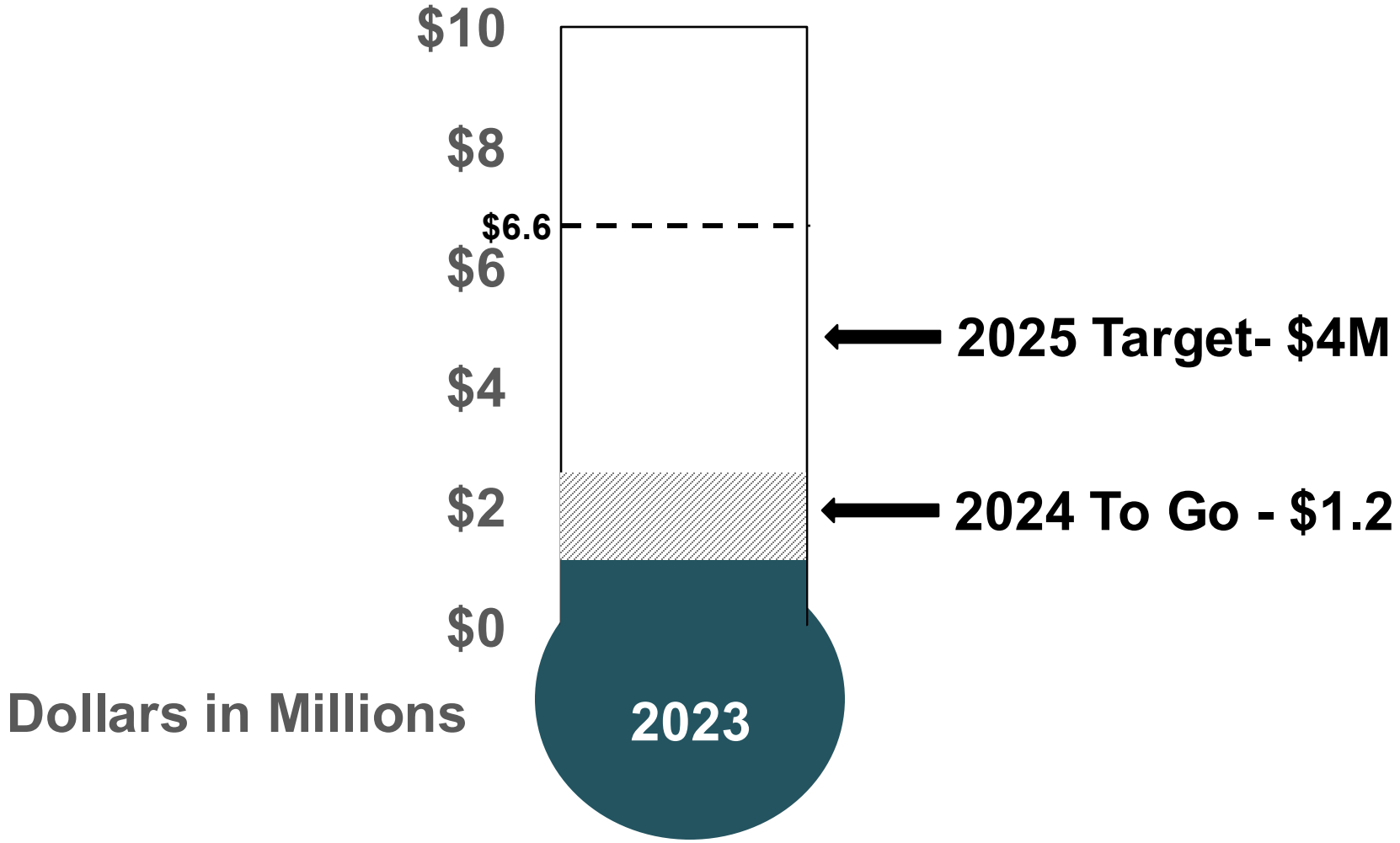
Working Capital Status



$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



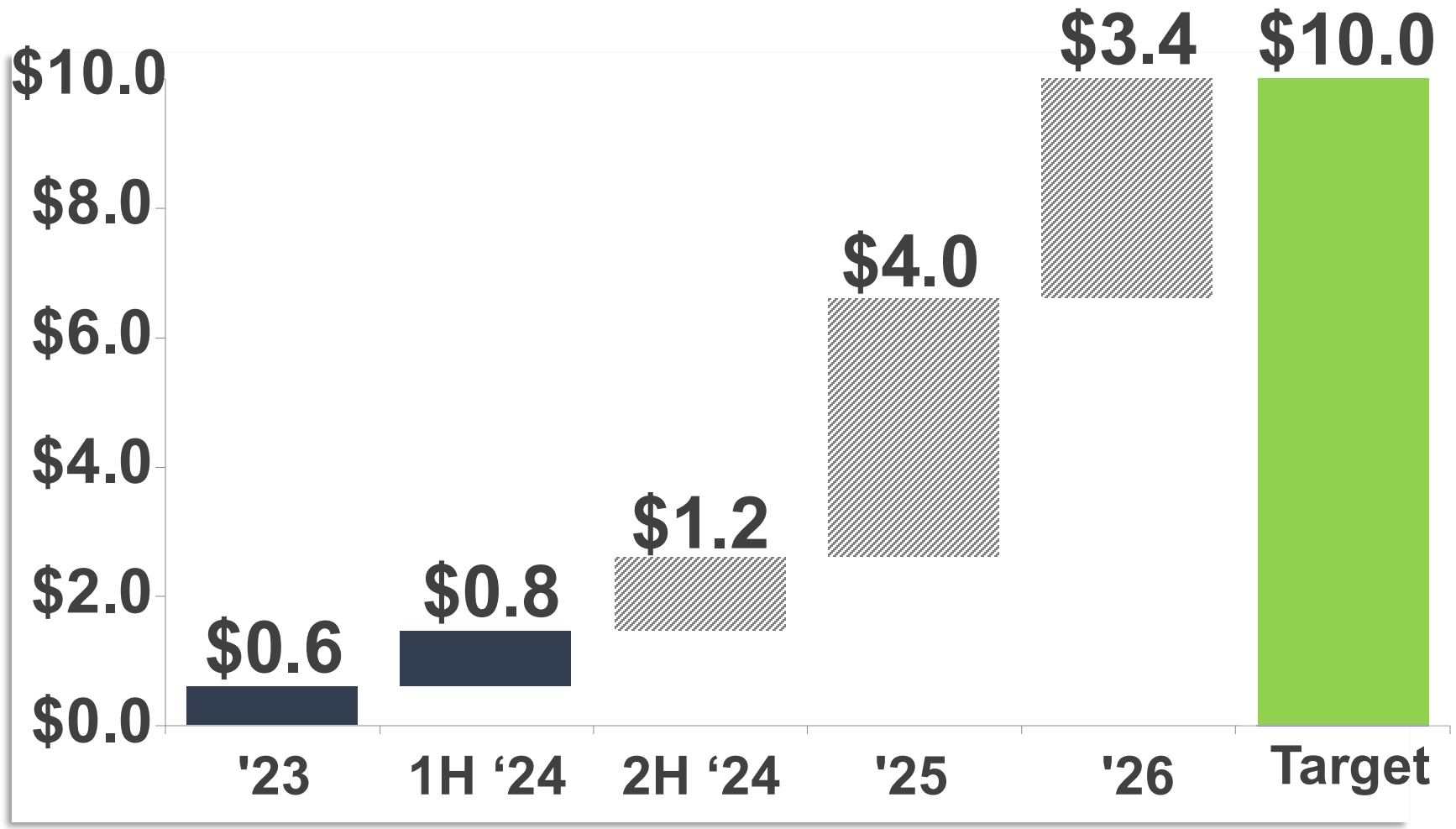
- 2024 target - $2.0M improvement
- Procure to Pay
- Inventory Management
- Communication strategy in place

Accelerating financial benefit…driving working capital culture

"R" = Relevant Information

Working Capital Status

$ in Millions



$10M Improvement over 3 Years

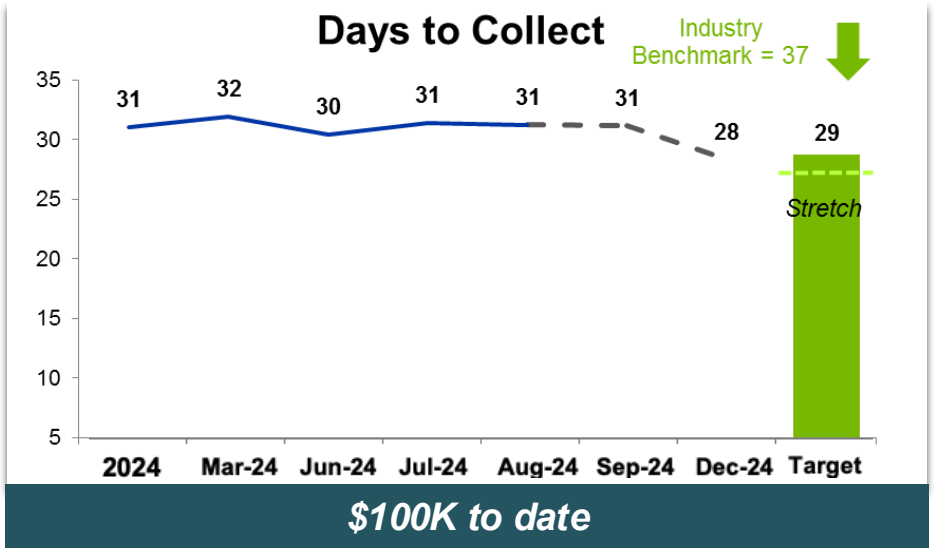
"E" = Ease to Next Point

Agenda

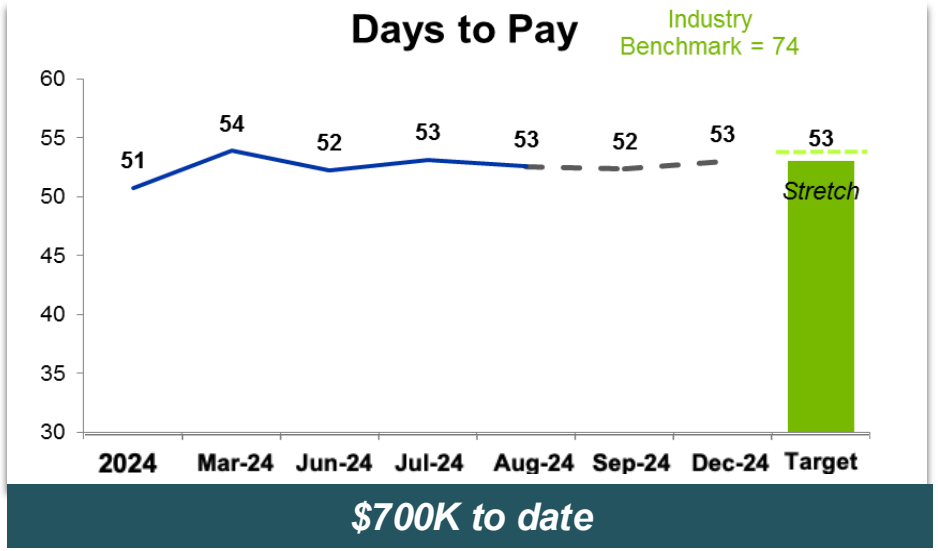
- Working Capital Status
- Metrics
- Next Actions

"H" = Highlight the Next Points (Overview)

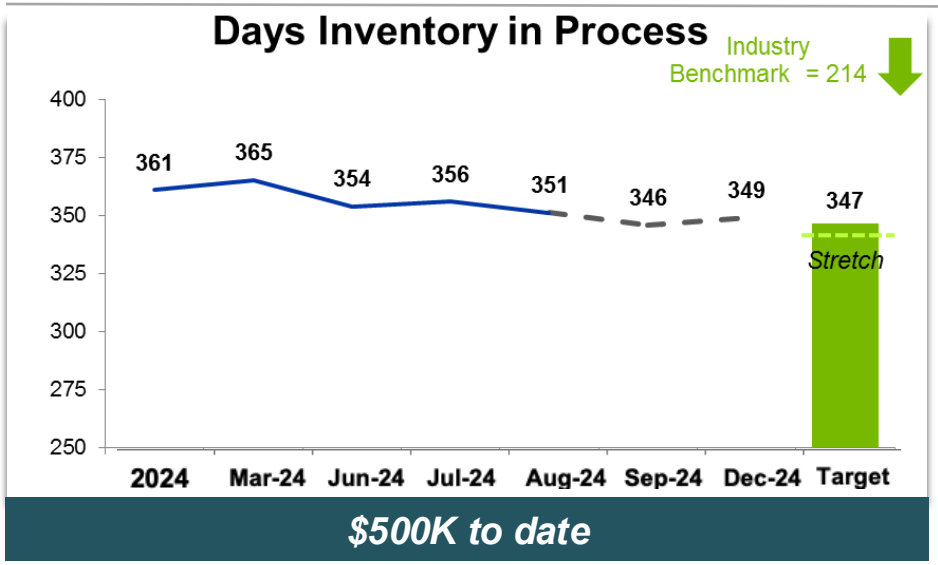
Working Capital Metrics "Overview"



$100K to date



$700K to date

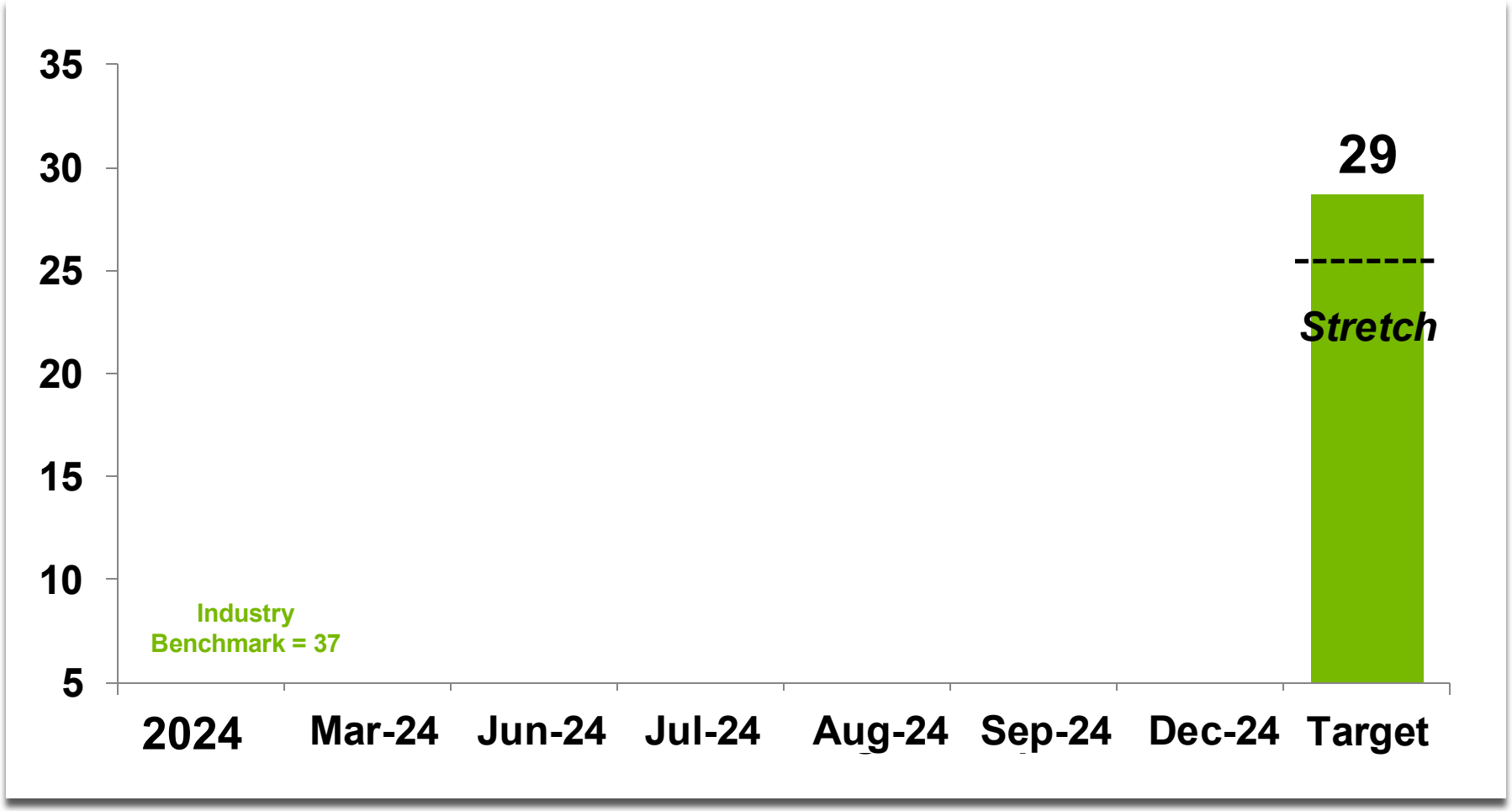


$500K to date

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

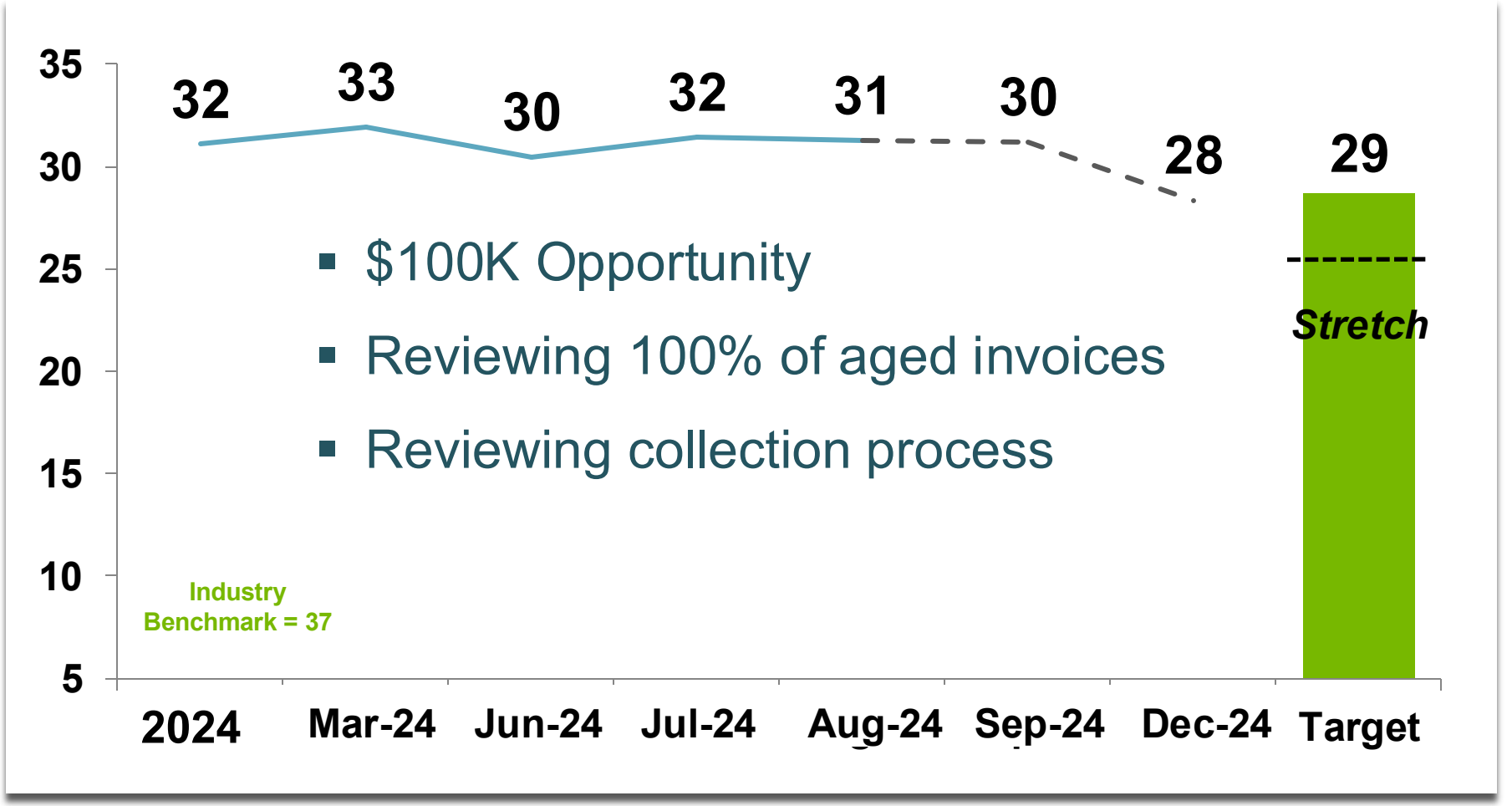
Days to Collect



$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

