

The Cash Flow Multiplier™ Scorecard				Your Name									Date Now	Next Qtr					
Mindsets	1	2	3	4	5	6	7	8	9	10	11	12	Score Now	Score Next					
1	What do you want?	You have built your company by your bootstraps and everything seems to be OK.	You want to get a grip on your cash flow yet are frustrated not knowing how best to do it.	You are content with your cash flow management.	Your leadership team has transformed their understanding of your numbers to optimize your company's cash flow.														
2	Profit vs. Cash Flow	You are confused because you show a profit and have too much month left with little to no cash.	You have experienced the harsh business truth that you can be profitable without positive cash flow.	You have heard of the term "growing broke" but it doesn't pertain to you because you seem to be making money.	You have crowned cash flow king as it is the oxygen of your business, THE performance metric & perfect way to keep score.														
3	Appreciation	You have little to no appreciation for the relationship between your P&L, Balance Sheet & Cash Flow Statement.	Your financial statements may have helpful information tucked away & you would like your advisors to point it out.	You have an appreciation for and good understanding of your financial statements as an effective management tool.	Your clear understanding of your numbers generates even more appreciation for your team's ability to multiplying cash flow, profit & business value.														
4	Your Cash Flow Story	Your story begins & ends with a glance at your P&L's bottom line, then it's tucked away in your desk, bottom left side drawer.	You hope to unlock financial blindspots & make smarter decisions to multiply your cash flow.	You are comfortable with your cash flow, profit & business value.	Your proactive cash management decisions create your story of growing cash flow, growing profit & growing business value.														
5	Your Number(s)	You are overwhelmed with the numbers you need to pay attention to & wish it wasn't so complex.	The numbers you pay most attention to are revenue and profit.	You have a good grip on your profitability and working capital trends, & how to measure your cash flow.	Your numbers are presented in terms easy to comprehend, giving your team the capability & the confidence to make smart decisions to multiply value.														
6	Working Capital	Your working capital, made up of receivables, payables & inventory seems to be in constant flux.	You want to improve your working capital & avoid being threatened by unpredictable leadership decisions.	You are happy with how your leadership team controls your receivables, payables & inventory.	Your working capital efficiency is exponentially improved by robust leadership & multiplies your cash flow.														
7	The Strategic Game	As in sports, every game has a score, but you don't know what your score is.	Your team...internal leaders, external lenders & stakeholders, all seem to be playing the game from a different playbook.	Your leadership team knows the most critical financial drivers that will improve your cash flow - your score.	Your internal & external teams operate from the same playbook - a consistent framework from which to keep, & improve, your score.														
8	Quarterly Workshop	Your cash flow doesn't seem to have a pulse since there isn't much of it.	You are irritated that your leadership team is unable to be consistent with their accountability.	Your leadership team holds themselves accountable for their financial decisions & actions.	Your team's quarterly workshop decisions challenge the status quo, surpass expectations & are transforming your company.														
Your Total Score																			