

# SCALING YOUR BUSINESS



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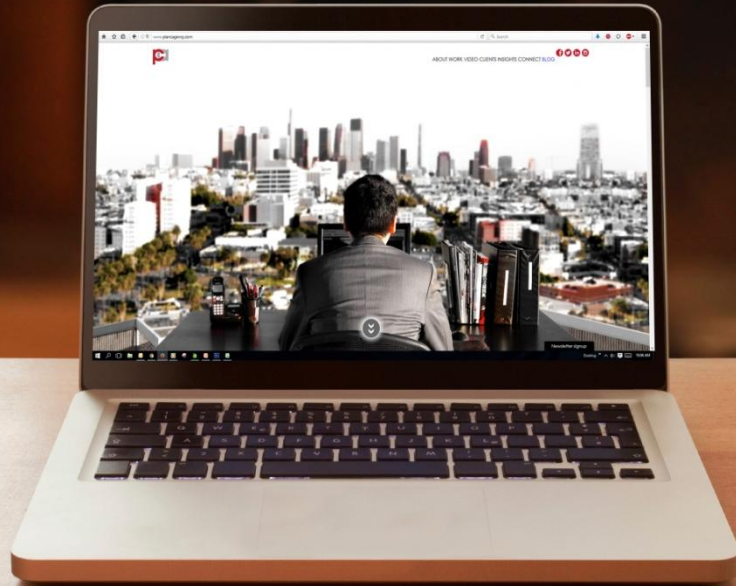


# ABOUT US

Founded in 1995, PCA is a full service multicultural marketing & communications agency. We help brands authentically connect through increased awareness and customer acquisition.

## CAPABILITIES AND SERVICES

- Strategic Planning
- Advertising
- Media
- Digital
- Social
- Mobile
- Events
- Publicity



# CLIENTS





# Scaling Your Business

# SCALING YOUR BUSINESS

- Make routines simple
- Set priorities
- Strategy differentiate
- Build process

# PEOPLE

- Hire the right employees
- Play to the strengths
- Don't de-motivate
- Set clear expectations
- Give recognition
- Hire few, but pay more

# STRATEGY

- Who are your core customers and what do we promise them (Southwest Airlines promises low fares, lots of flights, lots of fun)
- What is the brand promise guarantee (oracle promises 10m if servers don't outperform the competition)
- One is your one phrase strategy that upsets customers but is key to making a ton of money and blocking competition
- What are five activities that defines the essence of competition (ikea furniture needs assembly)



# EXECUTION

- Focus, Finish Lines and Fun - Laser focusing on a single priority - today, this week, this quarter, this year and the next decade creates clarity and power throughout the organization.
- The Power of Prediction - The fundamentals job of a leader is prediction Big data helps w predictions
- Meetings - Brings focus and alignment, provide an opportunity to solve problems more quickly, and ultimately save time.



# CASH

- Cash Conversation Cycle (Bill faster, Bill upfront, Pay by credit card)
- Shorten Cycle Times – (Follow up sooner, ask to be paid on time, net 30)
- Improve Profitability (look for areas to cut costs, scrutinize all costs, RFP)

Q&A



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