

# ELO FORUM WINNIPEG

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## CREATING REAL VALUE IN YOUR BUSINESS

**Douglas Nix**  
*Chairman, Stillwater Capital*



# A Word of Caution

*“I owe my success to having listened respectfully to the very best advice, and then going away and doing the exact opposite.”*

**G.K. Chesterton**

Clean Up

Professionalize

De-Risk

Increase Profits

Accelerate Growth

# Overview of the Next 15 Minutes

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Objectives

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Framework

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Key Areas

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Key Activities

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Q&A

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Clean Up

Professionalize

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# Objectives

1. Clean up
2. Professionalize / systematize
3. De-risk
4. Increase profitability
5. Accelerate growth

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# Good Reminder #1

*“Even if you are on the right track, you’ll get run over if you just sit there.”*

**Will Rodgers**

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# Framework

1. Observe, analyze, understand
2. Discuss, consider, decide
3. Prepare a 2-page plan
4. Execute
5. Continually review and update the plan

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# Good Reminder #2

*“If you make listening and observation your occupation you will gain much more than you can by talk.”*

**Robert Baden-Powell**

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# Key Areas to Look at

Yourself

Facilities

People

Financials

Key Dependent Relationships

Customers

Market Image

Suppliers

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# Key Areas to Look at

*“Action is the foundational key to all success”*  
**Pablo Picasso**

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# Key Activities

- Do a walk-about
- De-personalize
- Move customers to long-term contracts

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# Key Activities

- Reduce dependencies (employees, customers, suppliers, markets, channels)
- Raise company profile
- Eliminate waste

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# Key Activities

- Go away for a month
- Get a manager
- Understand your business model

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## Isaiah 28:23-29

*Consider the farmer...*

**26** “His God instructs him and teaches him the right way...

**29** all this also comes from the Lord Almighty, whose plan is wonderful, whose wisdom is magnificent.”

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Meaning-Driven Entrepreneurial Leaders

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