

Fulcra Consulting

With offices in Minnesota and Washington state, the mission of Fulcra Consulting is to help remodeling contractors succeed with good thinking, good practices and good systems. Since 2001 Fulcra has consulted with individual remodeling companies, taught educational seminars, and published articles in industry magazines. The unique management tools of the MAP program have been created and refined in response to the specific needs of remodeling companies of all sizes.

"Fulcra," the plural of fulcrum, evokes balance and leverage, both of which are central to business success. The MAP Program is a tool that enables remodelers to balance the many aspects of their businesses and leverage their strengths to maximum advantage.

Richard Steven has been active in the remodeling industry since 1975. For 13 years he owned a design/build remodeling business. In 2001 he established Fulcra Consulting as a resource for remodeling companies. The Management Action Plan program is an outgrowth of both his personal business experience and his work with remodeling companies across the nation. Richard can be reached at richard@fulcraconsulting.com

To register for the next **FREE** introductory session, or for further information, go to www.fulcraMAP.com or call 1.888.868.2085.



Management Action Plan
MAPTM

What is Your BUSINESS DESTINATION?

Why Use a **MAP**?

MAP gives remodeling contractors the information needed to make better strategic decisions and future plans.

Management requires setting good goals and having practical ways to keep track of your progress. Starting with an analysis of your actual past data, MAP guides you in identifying specific metrics to help you get where you want to go. MAP then helps you measure your progress, month to month. Simple spreadsheets become gauges for tracking your business performance. Your business truly becomes a vehicle for reaching your goals.

Benefits of using **MAP**TM

- **Effective** - provides practical tools to stay competitive and profitable
- **Systematic** - move beyond being a tradesperson to being a business person
- **Understandable** - easily compare current performance to your history and goals
- **Organized** - clear metrics and simple spreadsheets make data accessible
- **Flexible** - systems adapt as your company changes
- **Affordable** - no expensive software to buy or learn

MAPTM Helps You Drive Your Business To Success

A Management Action Plan is a step-by-step system for ensuring that the key aspects of your business—sales, finances, and production—are individually healthy and working well together.

Your MAP metrics are gauges that let you see exactly how these critical areas are performing.

As your company grows, your MAP grows with you. MAP is designed to be easily updated as conditions and your goals change. MAP helps you build a common company language.

Communication, trust, and buy-in from key staff all improve as information is shared. Strategic business decisions are based on objective data rather than intuition.

Your dashboard includes important warning gauges to ensure a safe and successful trip.

Get out of neutral and start your trip to success with MAP

Your trip to business success may be short or long. How close are you?

The right pace toward your goals is critical. How fast are you moving?

Your MAP dashboard will help you cruise to your destination.

"I had read about all the business systems that should be enacted...but didn't know where to start. The best money I've spent for professionalizing my remodeling business."

Tomco Company, Andover, MN

The Components of MAP™

Sales and Marketing MAP

- Setting sales goals
- Defining target projects and target clients
- Defining your sales process and setting sales conversion rate goals
- Planning sales time and setting sales time goals
- Tracking and analyzing sales performance
- Diagnosing and correcting sales problems
- The function of marketing
- The danger of relying solely on referrals
- Setting marketing goals
- Tracking effectiveness of marketing strategies
- Conducting monthly meetings to review progress

"I now have the tools to measure what's really happening in my business. I have been able to plan for growth and map out the steps to get there. Last year we increased both our volume and our profitability."

Conner Remodeling and Design, Seattle, WA

"We have relied on the MAP systems for over four years. They have been practical and invaluable as we have grown, and they have become an integral part of our management process."

White Crane Construction, Minneapolis, MN

Program Overview

MAP Introductory Session:
(two hours, Free)

MAP Fundamentals:
(Three sessions, four hours each)

Creating a Sales and Marketing MAP™

Creating a Financial MAP™

Creating a Production and Time MAP™

MAP GPS Sessions:
(Six sessions, two hours each)

Small groups, topical facilitated discussions

Financial MAP

- Understanding the difference between cash and profit
- Using financial statements as a management tool
- Setting your target Gross Margin for profitability
- Determining your pricing multiplier for job estimating
- Creating and using a budget
- Identifying cash needs
- Creating and using simple reports to manage cash flow

Production and Time MAP

- Measuring productivity and profitability
- Creating simple and accurate job cost reports
- Analyzing past productivity and setting production goals
- Conducting effective production meetings
- Setting and using individual and company time budgets

Management Action Plan
MAP

To Sign Up...

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