

28-day Business Breakthrough

Unlock Potential,
Drive Growth,
Transform Results



insight driven by



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director

Introduction & Overview

This document is provided to support businesses develop a clearer understanding of their financial position, how to monitor and develop in the future.

If you have any specific queries relating to the content of this document or the associated resources available from the GrowingYourNumbers.com or VFD.Academy websites, please call the VFD Pro support team on 0203 475 3313. The team is available during working hours of 9.00am – 5.00pm, Monday – Friday (UK Time). Outside of these hours, please raise a support ticket or email ticket@vfd-pro.com.

For further information on additional services and support provided by VFD Pro Ltd, please visit our websites: www.VFD.Academy, www.VFD-Pro.com and www.GrowingYourNumbers.com

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Welcome to your 28-Day Business Breakthrough

Transform Your Business in Just 20 Minutes a Day

Running a business is challenging. Between managing day-to-day operations and planning for growth, it's easy to lose track of where your business stands and where it's headed. This programme is designed to help you step back, gain clarity, and take control of your business finances—all in just 20 minutes a day.

Why This Programme?

This programme is for business owners who want to:

- **Understand their numbers:** Learn where your business is making money, where it's not, and how to spot untapped opportunities.
 - **Maximise growth:** Focus on the revenue drivers and cost-saving strategies that deliver results.
 - **Make data-driven decisions:** Stop relying on guesswork and start planning for success with confidence.
 - **Create a clear plan:** Consolidate insights into an actionable strategy for the next 12 months.
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How It Works

The programme is divided into **four weeks**, each focusing on a critical area of business success:

- **Week 1: Current Reality – Where Are You Now?**
Gain clarity on your business's financial position, identify strengths, and uncover areas for improvement.
- **Week 2: Revenue – Understanding and Driving Growth**
Analyse your revenue streams, identify top-performing areas, and plan for untapped opportunities.
- **Week 3: Costs – Optimising for Efficiency**
Evaluate your costs, find inefficiencies, and improve margins to drive profitability.
- **Week 4: Your Future – Pulling It All Together**
Bring everything together into a strategic plan, simulate scenarios, and explore funding and valuation strategies.

Each session is designed to be simple, actionable, and tied to real results, using your own business data. You'll also gain access to powerful tools and resources through your free trial of **VFD Pro**.

What's Included?

- **Reports & Tools:** Use VFD Pro to generate tailored insights from your business data, including *Performance Analysis Reports*, *Customer Analysis Reports*, and more.
 - **Interactive Models:** Apply hands-on tools like the *Customer Targeting Model* and *Business Growth Model* to uncover opportunities and create strategies.
 - **Guided Worksheets:** Each session comes with reflection prompts and exercises to help you apply what you've learned.
 - **Next Steps & Support:** Explore bonus content to discover additional support and advanced programs tailored to your business needs.
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Your Commitment

Spend just **20 minutes a day** working on your business—not in it. Each session is designed to fit into your schedule while delivering meaningful results.

By the End of the Programme, You'll Have:

- A clear understanding of your business's financial position.
 - A focused plan to maximise revenue and optimise costs.
 - A strategic roadmap to guide your business for the next 12 months.
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Ready to get started? Let's transform your business, one session at a time.

28-day Business Breakthrough

Week 1

**Current Reality:
Where are
you now?**



Week 1: Current Reality – Where are you now?

Objective:

Before you can plan for growth, you need to understand where your business stands today. Week 1 focuses on uncovering your financial story by analysing key reports, identifying critical metrics, and spotting trends that impact your business.

Session 1.1: Get Started – Connect to VFD Pro and Review the 'Business Owner Journey'

Introduction:

Understanding your numbers starts with connecting to the right tools. In this session, you'll activate your VFD Pro trial and explore the 'Business Owner Journey' video, which highlights common challenges and opportunities for growth.

Action Steps:

1. Connect your business to VFD Pro.
2. Watch the *Business Owner Journey* video.
3. Reflect on the challenges and opportunities that resonate most with your current business position.

Your Reflections:

What resonated with you from the video, and how do you see these challenges reflected in your business?

Week 1: Current Reality – Where are you now?

Session 1.2: Focus on the Right Numbers – Identifying Key Metrics

Introduction:

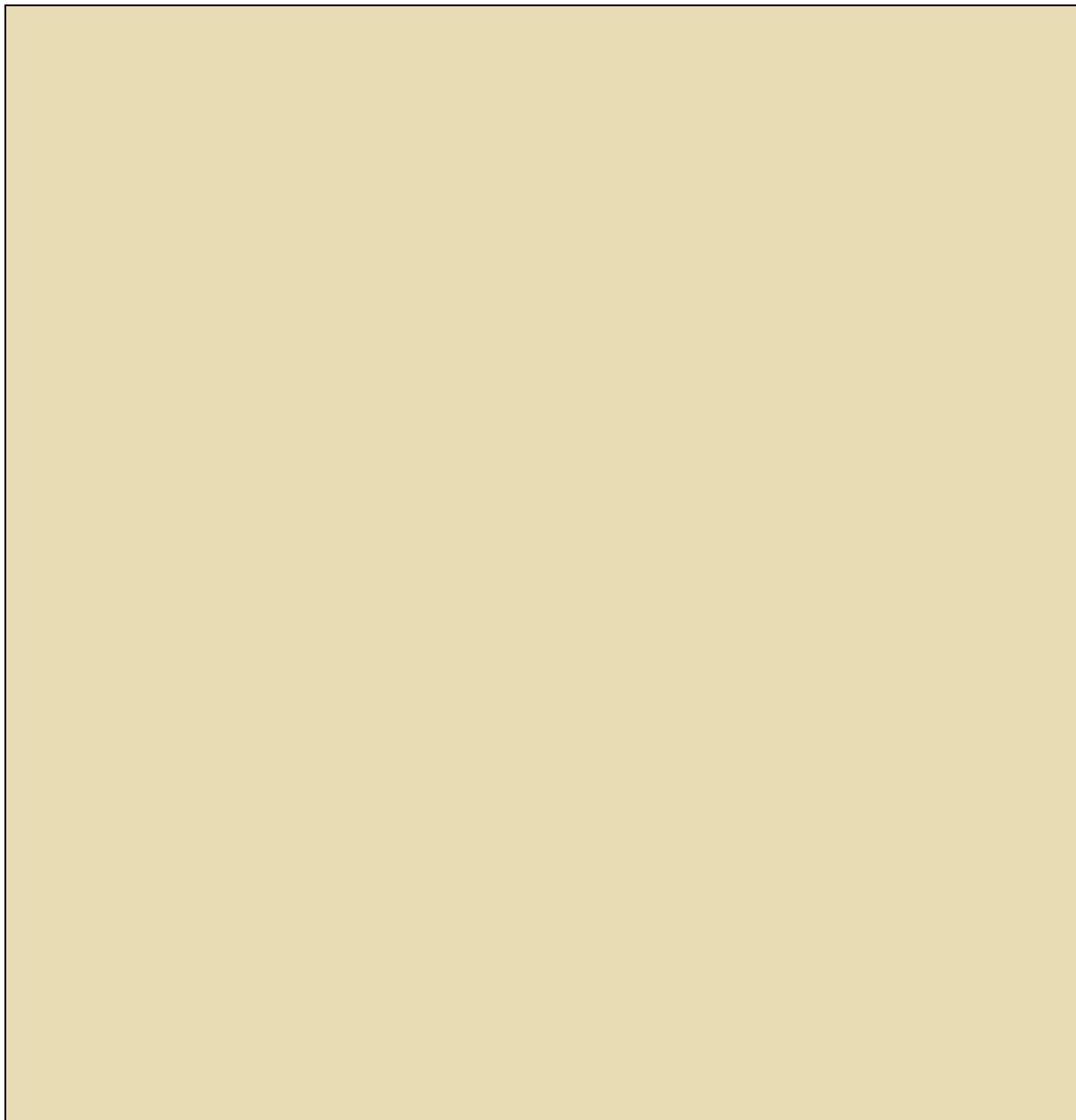
Not all numbers are equally important. This session focuses on identifying the metrics that matter most for your business and prioritising them for greater insight.

Action Steps:

1. Use VFD Pro to explore key metrics such as revenue, profitability, and cash flow.
2. Identify which metrics have the most impact on your business performance.
3. Highlight one or two metrics you want to improve over the next three months.

Your Reflections:

Which metrics are most critical to your business, and why?



Week 1: Current Reality – Where are you now?

Session 1.3: Understand Your Business at a Glance – Using the Business Overview Report

Introduction:

Your *Business Overview Report* provides a high-level summary of your financial performance. By reviewing this report, you'll uncover strengths, weaknesses, and areas for improvement.

Action Steps:

1. Generate your *Business Overview Report* in VFD Pro.
2. Review key sections, including turnover, profitability, and cash flow.
3. Note one insight or surprise from each section.

Your Reflections:

What did the report reveal about your business that you weren't fully aware of?

Week 1: Current Reality – Where are you now?

Session 1.4: Spotting Trends – Using the Performance Analysis Report

Introduction:

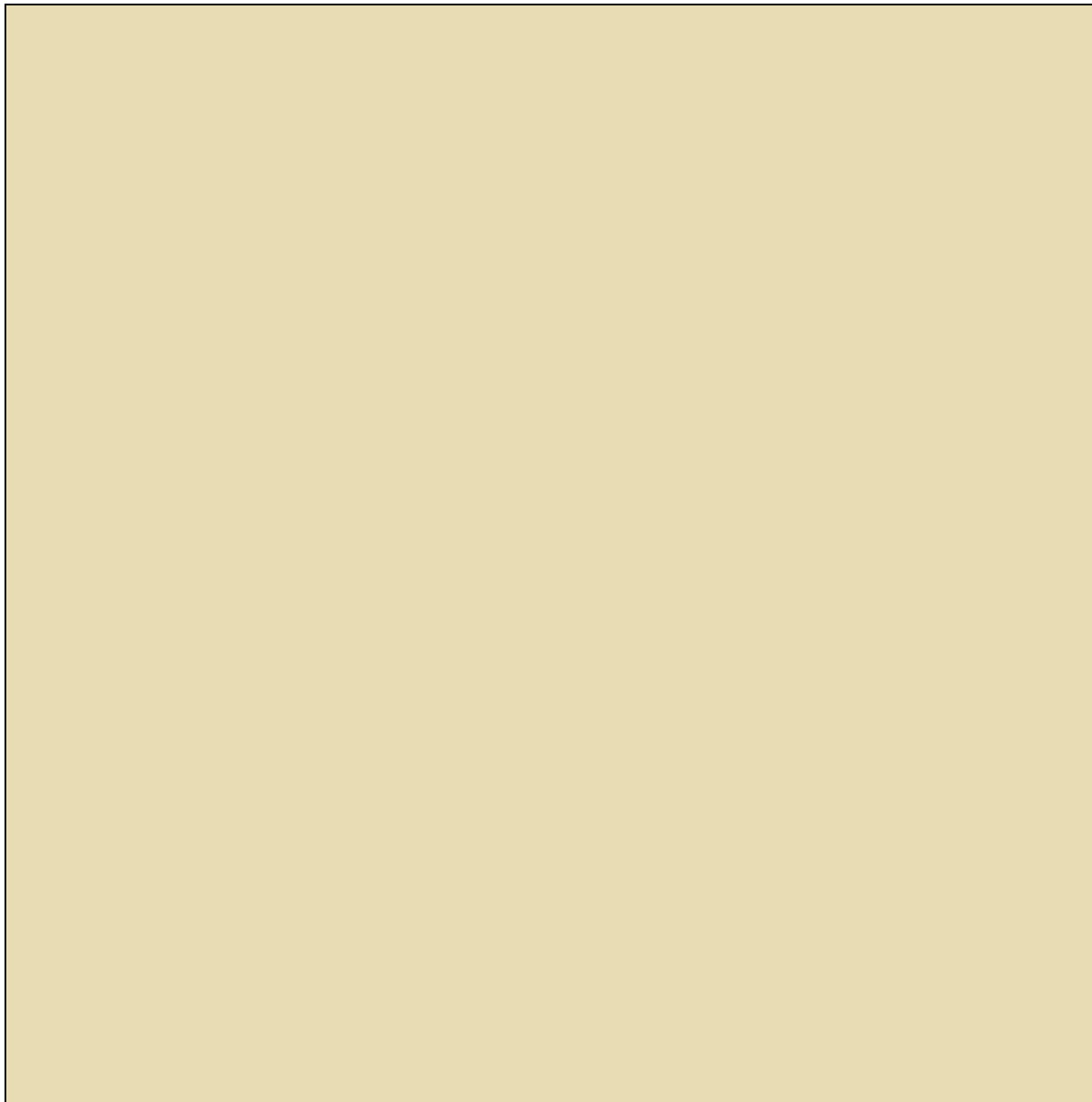
Your *Performance Analysis Report* highlights historical trends and patterns that shape your business's financial story. This session helps you spot recurring opportunities and risks.

Action Steps:

1. Generate your *Performance Analysis Report*.
 2. Identify key trends, such as seasonal revenue patterns or consistent expense increases.
 3. Highlight one trend and one anomaly to explore further.
-

Your Reflections:

What patterns or trends stood out, and how can they inform your strategy?



Week 1: Current Reality – Where are you now?

Session 1.5: Reflect and Assess – What Do Your Numbers Tell You?

Introduction:

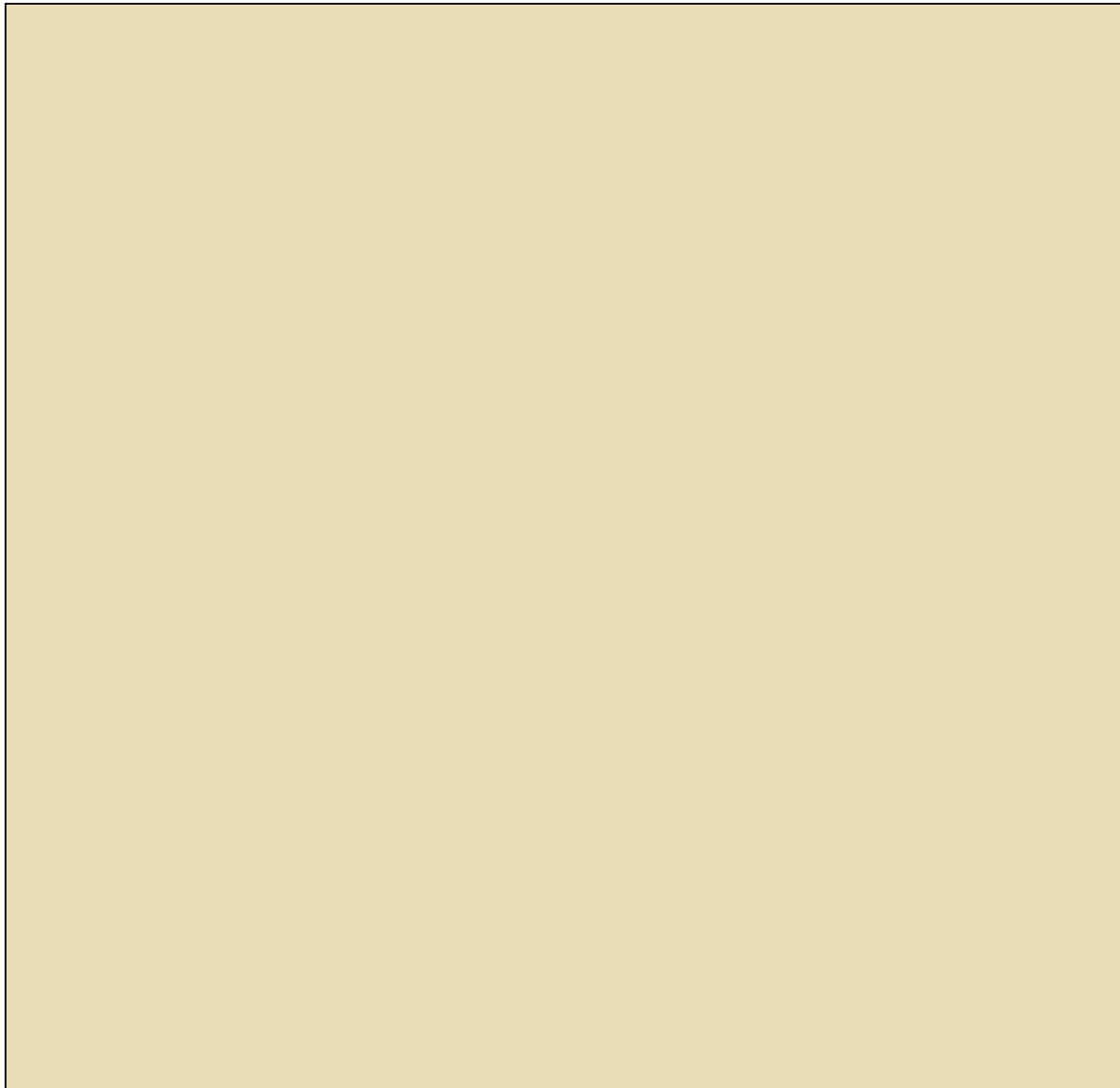
This session gives you time to reflect on the insights you've gathered and summarise your key takeaways. These will form the foundation for your action plan in the weeks ahead.

Action Steps:

1. Write down 3–5 key insights from this week.
 2. Highlight one area to focus on improving immediately.
 3. Note any questions or challenges you'd like to explore in future sessions.
-

Your Reflections:

If you could change one thing about your business's financial health today, what would it be? Why?



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Week 2

Revenue: Understanding & Driving Growth



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Module 2: Revenue – Understanding & Driving Growth

Objective:

Revenue is the lifeblood of your business. Week 2 focuses on understanding your revenue streams, identifying top-performing areas, and uncovering untapped opportunities to maximise growth.

Session 2.1: Maximising Revenue Drivers – Strategies to Amplify Growth

Introduction:

Revenue growth doesn't always mean chasing new customers. In this session, you'll explore strategies from the FiMBO video on reducing attrition, cross-selling, increasing transaction value, and customer acquisition.

Action Steps:

1. Watch the *FiMBO Video* on revenue strategies.
 2. Reflect on the strategies presented and identify one that resonates most with your current business goals.
 3. Note where you see opportunities to apply these strategies in your business.
-

Your Reflections:

Which revenue strategy would have the biggest impact on your business right now? Why?

Module 2: Revenue – Understanding & Driving Growth

Session 2.2: Analysing Revenue Streams – Using the Management Report

Introduction:

Understanding where your revenue comes from is key to growth. In this session, you'll use the *Management Report* to identify your top-performing products, services, and customer segments.

Action Steps:

1. Generate the *Management Report* in VFD Pro.
 2. Review key sections such as revenue by product, service, and customer type.
 3. Highlight one high-performing area and one underperforming area to address.
-

Your Reflections:

Which revenue stream has the most potential for growth, and how will you prioritise it?

Module 2: Revenue – Understanding & Driving Growth

Session 2.3: Customer Insights – Using the Customer Analysis Report

Introduction:

Not all customers are created equal. This session helps you use the *Customer Analysis Report* to identify high-value customers, improve retention, and uncover opportunities for cross-selling and upselling.

Action Steps:

1. Generate your *Customer Analysis Report*.
 2. Segment your customers into categories such as high-value, dormant, and low-value.
 3. Highlight one opportunity to strengthen a customer relationship or increase their lifetime value.
-

Your Reflections:

Which customer segment offers the greatest growth opportunity, and how can you focus on it?

Module 2: Revenue – Understanding & Driving Growth

Session 2.4: Revenue Gap Analysis – Using the Customer Targeting Model

Introduction:

The *Customer Targeting Model* is a hands-on tool to help you identify untapped revenue opportunities within your existing customer base. This session focuses on closing gaps in your revenue strategy.

Action Steps:

1. Use the *Customer Targeting Model* to identify revenue gaps and potential opportunities.
 2. Highlight one specific customer group or product with untapped potential.
 3. Develop one actionable strategy to close the identified gap.
-

Your Reflections:

What revenue gap could you close to make the biggest impact on your business?

Module 2: Revenue – Understanding & Driving Growth

Session 2.5: Reflect and Assess – Prioritising Revenue Opportunities

Introduction:

This session is all about consolidating your insights from the week and prioritising your next steps to maximise growth.

Action Steps:

1. Write down 3–5 key takeaways from this week.
 2. Highlight one revenue opportunity to act on immediately.
 3. Note any remaining questions or challenges for future exploration.
-

Your Reflections:

What is the most impactful revenue opportunity you identified, and why?

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Week 3

Costs: Optimising for Efficiency



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Module 3: Costs – Optimising for Efficiency

Session 3.1: Overhead and Margin Analysis – Understanding Key Drivers of Profitability

Introduction:

Gross margins and overheads directly impact your bottom line. In this session, you'll explore strategies from the FiMBO video to optimise these areas without sacrificing quality or efficiency.

Action Steps:

1. Watch the *FiMBO Video* on improving margins and managing overheads.
 2. Reflect on your current overhead and margin management strategies.
 3. Identify one area where better management could increase profitability.
-

Your Reflections:

Which overhead or margin improvement could have the biggest impact on your profitability?

Module 3: Costs – Optimising for Efficiency

Session 3.2: Cost Overview – Using the Performance Analysis Report

Introduction:

The *Performance Analysis Report* provides insights into your gross margins and overheads, helping you spot inefficiencies and opportunities for improvement. This session focuses on breaking down your costs to understand spending patterns.

Action Steps:

1. Generate your *Performance Analysis Report*.
 2. Review the Gross Margin and Overheads sections.
 3. Identify one high-cost area to reduce and one high-performing area to support.
-

Your Reflections:

What patterns in your costs surprised you, and how will you address them?

Module 3: Costs – Optimising for Efficiency

Session 3.3: Supplier Analysis – Optimising Relationships

Introduction:

Your suppliers play a key role in your cost structure. This session helps you use the *Supplier Analysis Report* to assess performance, reduce inefficiencies, and strengthen relationships.

Action Steps:

1. Generate the *Supplier Analysis Report* in VFD Pro.
2. Identify your highest-cost suppliers and assess their performance.
3. Highlight one supplier relationship to optimise, whether through renegotiation, consolidation, or alternatives.

Your Reflections:

Which supplier offers the greatest opportunity for cost savings or efficiency, and what steps will you take?

Module 3: Costs – Optimising for Efficiency

Session 3.4: Marketing ROI – Evaluating Your Spend Effectiveness

Introduction:

Are you getting the return you expect from your marketing efforts? The *Marketing ROI Report* helps you evaluate campaign performance, identify inefficiencies, and maximise the impact of your marketing spend.

Action Steps:

1. Generate your *Marketing ROI Report*.
 2. Focus on metrics like ROI by channel, customer acquisition costs, and total marketing spend.
 3. Highlight one marketing activity to adjust or optimise.
-

Your Reflections:

Which marketing activity delivers the highest ROI, and how can you maximise its impact further?

Module 3: Costs – Optimising for Efficiency

Session 3.5: Reflect and Assess – Prioritising Cost-Saving Opportunities

Introduction:

This session helps you consolidate the insights gained this week and prioritise the cost-saving actions that will deliver the greatest results.

Action Steps:

1. Write down 3–5 key takeaways from this week’s sessions.
 2. Highlight one cost-saving action to take immediately.
 3. Note any remaining questions or areas needing further analysis.
-

Your Reflections:

What is the most impactful cost-saving opportunity you identified, and why?

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Week 4

Your Future: Pulling It All Together



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Module 4: Your Future – Pulling It All Together

Objective:

This week focuses on consolidating everything you've learned into a clear, actionable strategy for your business. By simulating future scenarios, evaluating your valuation, and identifying funding options, you'll be ready to take the next steps toward sustainable growth.

Session 4.1: Build a High-Level Plan – Define Year 1

Introduction:

A clear plan is essential for growth. In this session, you'll use the *Client Discussion Model* to outline your top priorities and set measurable goals for the next 12 months.

Action Steps:

1. Use the *Client Discussion Model* to identify 3–5 priorities for Year 1.
 2. Define measurable outcomes for each priority.
 3. Highlight one action you can take immediately to move toward these goals.
-

Your Reflections:

Which priority for Year 1 will have the greatest impact on your business, and why?

Module 4: Your Future – Pulling It All Together

Session 4.2: Performance Projection – Where Are You Headed?

Introduction:

Your business's current performance provides valuable insights into its trajectory. In this session, you'll use the *Board Summary Report* and *Board Detail Report* to evaluate how your current results align with your Year 1 goals.

Action Steps:

1. Generate the *Board Summary Report* for a high-level view of your performance.
 2. Use the *Board Report* to dive deeper into trends and metrics.
 3. Highlight one adjustment you'll need to make to achieve your goals.
-

Your Reflections:

What adjustments are needed to ensure your business meets its Year 1 objectives?

Session 4.3: Scenario Planning – Simulating Growth, Stability, and Risk

Introduction:

Planning for the future means preparing for different possibilities. The *Business Growth Model* helps you simulate various scenarios to understand their impact and create contingency plans.

Action Steps:

1. Use the *Business Growth Model* to simulate scenarios for growth, stability, and risk.
 2. Identify key adjustments needed in each scenario to maintain financial stability.
 3. Highlight one contingency plan to implement based on your findings.
-

Your Reflections:

Which scenario presents the greatest challenge or opportunity for your business, and how will you address it?

Session 4.4: Valuation & Funding – Strengthen Your Business’s Future

Introduction:

Understanding your valuation and funding potential is critical for long-term success. This session focuses on applying the *CAMPARI Framework* and using the valuation section of the *Client Discussion Model* to explore opportunities.

Action Steps:

1. Reflect on how your business aligns with the *CAMPARI Framework* criteria (Character, Ability, Means, Purpose, Amount, Repayment, Insurance).
2. Use the *Client Discussion Model* to evaluate your current valuation and identify one area for improvement.
3. Highlight one action to strengthen your funding or valuation potential.

Your Reflections:

What is the biggest factor influencing your business’s valuation or funding readiness, and how will you address it?

Session 4.5: Reflect and Assess – Reviewing Your Strategic Plan

Introduction:

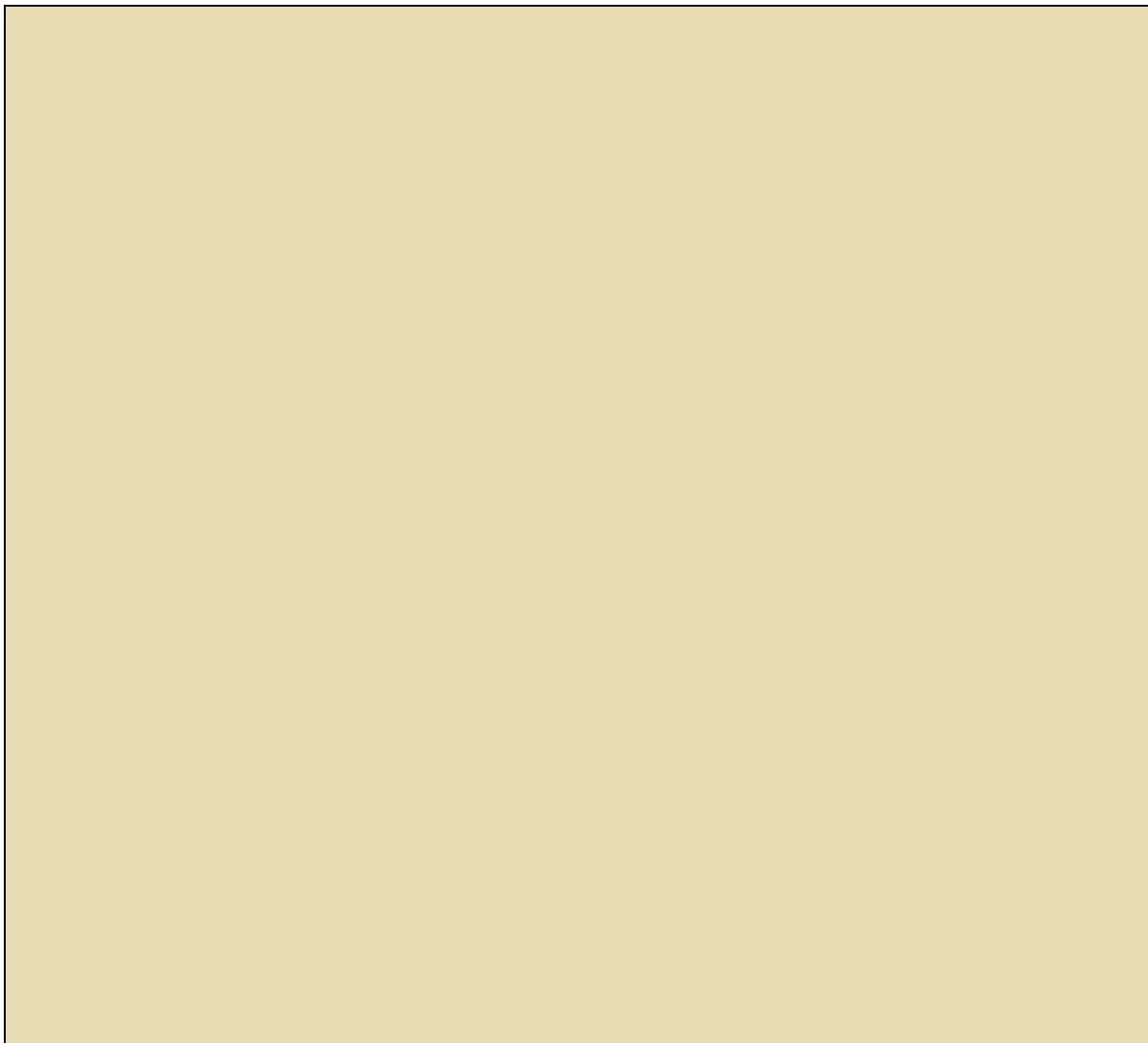
This final session helps you consolidate your insights into a clear action plan. You'll review your key takeaways and define the next steps to start implementing your strategy.

Action Steps:

1. Write down 3–5 key takeaways from this week's sessions.
 2. Highlight one priority action to take immediately as part of your Year 1 plan.
 3. Note any areas requiring further exploration or support.
-

Your Reflections:

What is the most impactful step you can take right now to start implementing your Year 1 plan?



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Bonus Content

What Next?



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Congratulations on Completing the Programme!

You've worked through four weeks of actionable insights, practical tools, and strategic planning. By now, you've gained a clearer understanding of your financial position, identified opportunities for growth, and built a high-level plan for the future.

The next step is to keep the momentum going.

What Are Your Options?

Option 1: Do Nothing

Option 2: Use VFD Pro on a DIY Basis

Option 3: Work with a VFD Expert

Option 4: Explore the Growing Your Numbers (GYN) Programme

What Are Your Options?

Option 1: Do Nothing

You've taken significant steps during this programme, but without ongoing tools and support, maintaining clarity and momentum may become a challenge.

Option 2: Use VFD Pro on a DIY Basis

Take control of your business finances with continued access to the tools, reports, and models you've used throughout the programme. By subscribing to VFD Pro, you'll gain long-term insights to help drive decisions, uncover opportunities, and manage risks.

- **What You'll Get:**
 - Full access to all VFD Pro reports and tools.
 - Ongoing support for generating insights and monitoring performance.
 - Independence to manage and grow your business at your own pace.
-

Option 3: Work with a VFD Expert

Collaborate with a financial expert to turn your strategic plan into actionable steps. VFD Experts provide tailored advice, regular performance reviews, and strategic guidance to help you stay on track and achieve your goals.

- **What You'll Get:**
 - Personalised financial analysis and reporting for your business.
 - Regular check-ins and actionable recommendations.
 - Support with scenario planning, funding, and valuation strategies.
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Option 4: Explore the Growing Your Numbers (GYN) Programme

For deeper support, consider joining one of the GYN programmes. These include advanced topics such as business exit planning, financial management optimisation, and strategies for long-term growth.

- **What You'll Get:**
 - Access to targeted sessions like FiMBO or Exit Planning 101.
 - Hands-on support from part-time FDs and finance experts.
 - Strategic guidance for scaling your business or preparing for a successful exit.
-

How to Take the Next Step

- **Subscribe to VFD Pro**

Continue using the platform to maintain financial clarity and gain insights from your own data.
 - **Schedule a Consultation with a VFD Expert**

Speak with an expert to explore tailored support options for your business.
 - **Learn More About GYN Programmes**

Explore FiMBO, Exit Planning 101, and part-time FD options to get advanced support for your business.
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Still Deciding?

If you're unsure which option is right for you, book a free strategy call with a VFD advisor to discuss your goals and explore your next steps.

[Book Your Free Strategy Call]