

THE CONTROL FRAMEWORK

C – Clarity On Revenue - Define your intentional revenue target.
– **Annual Goal: \$** **Monthly Target: \$**
Is this number chosen strategically — or inherited from last year?

O – Ownership of Costs - This is where many growing businesses drift.
– **Total Operating Costs: \$** **Total Payroll: \$** **Payroll % of Revenue:** %
Are you actively managing these numbers — or discovering them after the fact?
Ownership means you're deciding, not reacting.

N – Numbers That Drive Growth - Growth isn't accidental.
– **Marketing Investment: \$** **Sales Investment: \$** **Systems/Training: \$**
Do these numbers realistically support your revenue goal?
This shifts them from hope to strategy.

T – Team Alignment - Growing businesses live or die here.
– **Planned Hires this year:** **Capacity Gaps Identified:** **Leadership structure changes:**
Is your team structure aligned with your growth target?
This adds a strategic layer most “budget sheets” ignore.

R – Reflection Tick One:
– I feel clear and confident I have some clarity but need structure I'm guessing more than I thought
Reflection creates self-awareness without shame.

O – Outcomes (Profit & Owner Pay) - Revenue is vanity. Outcomes are reality.
– **Target Owner Pay: \$** **Target Net Profit: \$** **Tax Allocation Plan: \$**
If you hit your revenue goal, will you actually build wealth?
This grounds everything in purpose.

L – Liquidity (Cash & Buffer) - Growth without cash is fragile.
– **Current Cash Revenue: \$** **Target Cash Buffer: \$** **Working Capital Plan: \$**
(Months of expenses)
Could your business absorb a 2–3 month slowdown confidently? Liquidity = confidence.

Any further Questions or you would like personalised support,
Get in touch with our team.

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