

EARLY
WARNING
EUROPE



Volunteer mentor approach and tools

Early Warning seminar

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When I left Denmark yesterday ...



Case 1: Taxi, bus, handicap and school transport



Case 2: Wall paper restoration and design



Case 3: The photographer



Case 4: Cleaning and garden service



What I discovered

- We bring new rational outlook without emotions and judgement.
- Businessowner can be in denial, and assumptions can be completely wrong (examples will follow after the break). Irrational behavior is our worst enemy.
- The businessowners' capability set the limit. You will fail if you try to transform a pony into a racing horse.
- Not all company owners should own a business. Some businesses are redundant.

True or false?

Quotes from CEO in a BtB Company in distress:

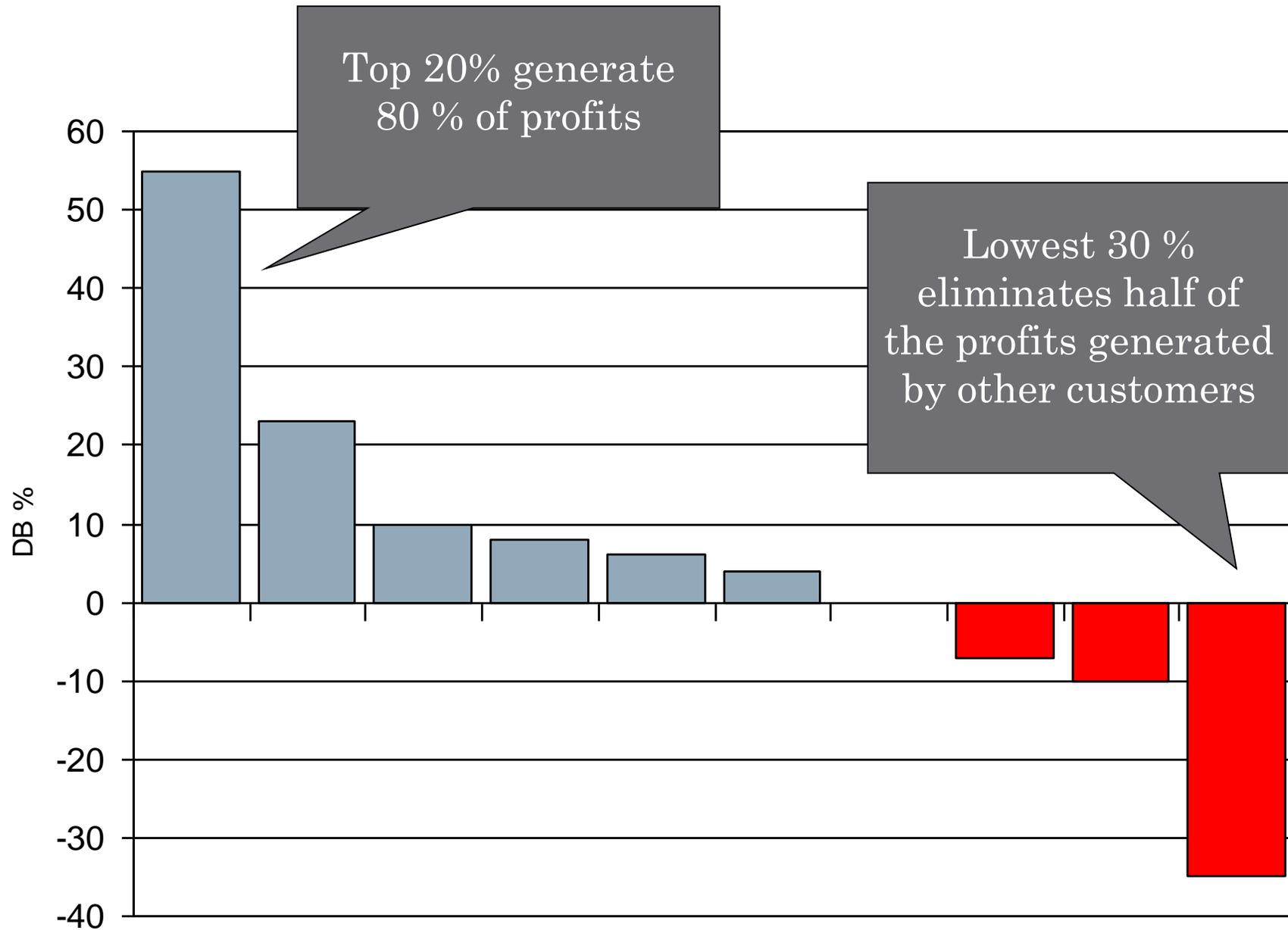
“All customers must be treated equal”

“Never say no to a customer”

“Small customers grow bigger”

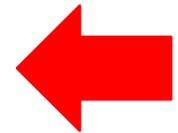
Case 5: Print and graphics





The Devil is in the detail

Segment	No. Cust.	Margin	Cost to serve	Profit
Top 20 %	100	2.000	500	1.500
Bottom 20 %	100	100	500	- 400
Result		2.100	1.000	1.100



Profitable customers hide non-profitable customers in annual reports.

Case 6: More print and graphics



NO TALKING EXERCISE!

Birthday month line up

Split into groups of the same size.

Task: Line up your group by the month members were born. Start with persons born in the beginning of the year, e.g. January, then February, March etc.

Only month (not day, not year)

NO TALKING during the exercise! It is done in silence!

The team that first solves the task shouts "DONE" and is the winner of this teamwork exercise.

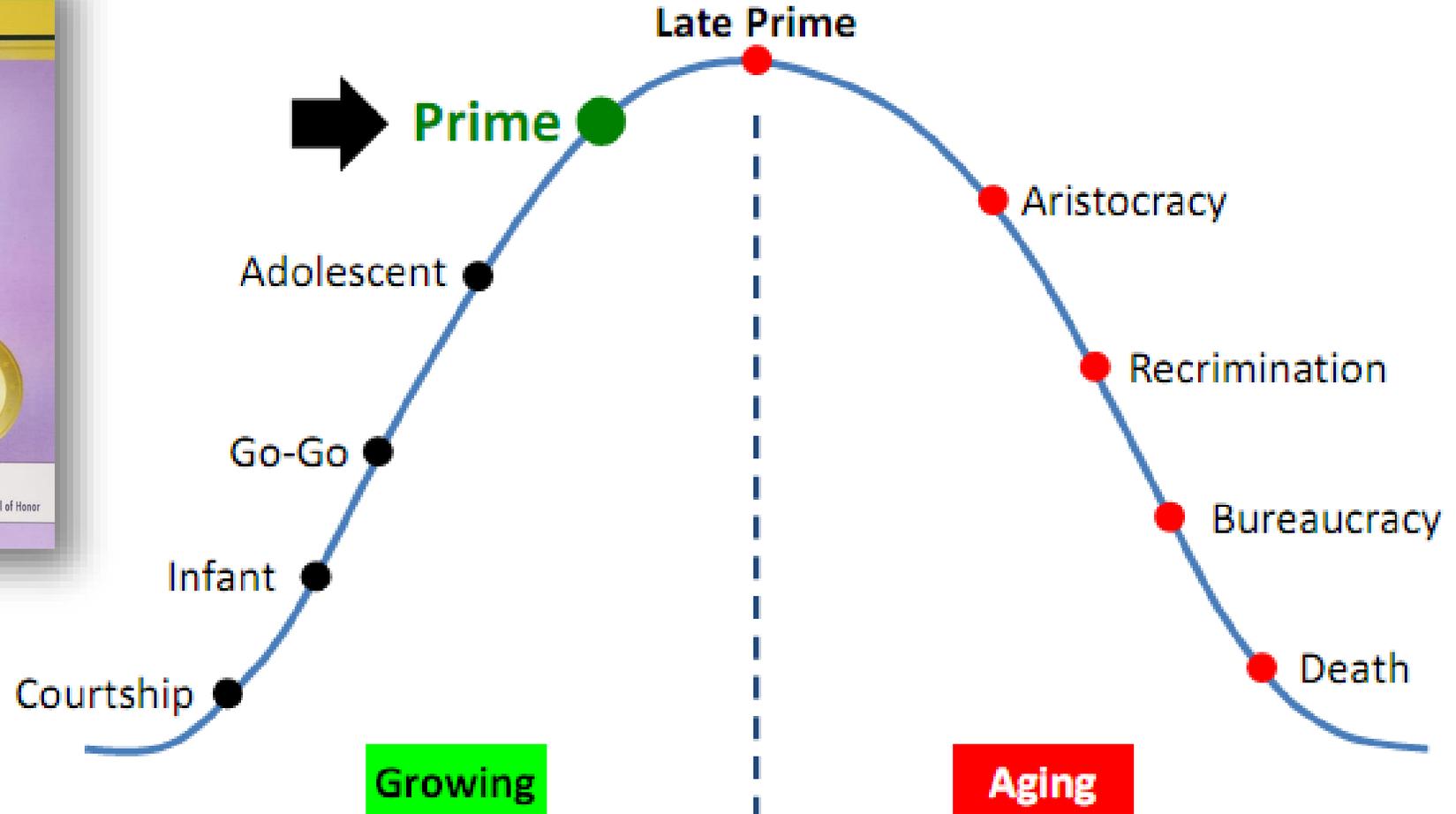
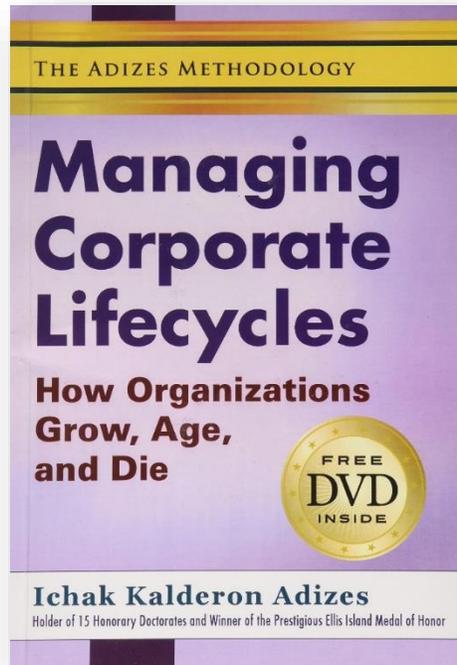
Survive, and then get basics right

- Stop the bleeding / reduce losses / protect values.
- Recover and change lifestyle.
- Be positive. Be effective. Be friendly. Put attention at the relief and new future to come after "getting it done".

- Uncover all scenarios – sometimes you will be surprised!
- Do your homework – know your numbers, find out about customers, employees, competitors, products etc.

- Ask yourself: Will the business be viable in the long run? Will the current businessowner be able to manage after reorganizing? If the answer is NO then you haven't found the right solution yet.
- In doubt? Ask your Early Warning colleges for advice. You are on the same team.

Where is the company on it's lifecycle?



Group resumé

1. Split in groups of 5-6 members.
2. Appoint the youngest person in the group as a presenter.
3. Create one resumé that promotes your group as a whole and your talents. It's OK to be creative! Try to include some of the following information:
 - Educational background
 - Professional experience
 - Professional skills and qualification
 - Major achievements
 - Hobbies, travel, family or anything else
4. Each group will present their resumé for everyone (1-2 min.)