

## Preparing the Field

(Planning Session)

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### Pre Session (approximately 1-2 hours)

**Your management team will complete a questionnaire that communicates overall company goals, objectives, and systems. Responses will be used to direct the planning session dialogue.**

### Preparing the Field (4 hours)

**During this intense planning session, the following will be discussed and analyzed:**

- Company Financial Goals
- Entity Selection
- Accounting Systems
- Compliance Issues
- Strategic Planning Goals
- Tax Planning
- Succession Planning
- Specific Business Concerns

### Deliverables (1 hour presentation)

**After the session (8-10 hours), Martille Faatz LLC will:**

- Develop recommended list of best practices to achieve financial goals
- Use list to achieve tax planning goals and ensure that accounting and compliance systems are in place
- Generate detailed timeline for implementing best practices
- Assign implementation responsibilities
- Set financial KPIs (Key Performance Indicators)
- Create a “Road Map” for your success to Harvest Cash and Profits™

*The “Preparing the Field Session” is designed to develop accounting systems that drive financial goals. This session will be split between discussing financial goals and accounting systems.*

### Financial Goal Setting

#### Strategy Formulation and Planning Process

- Company Vision & Mission
- SWOT Analysis
- Evaluate the company’s current position
- Identify the company’s desired position
- Evaluate gap between current position and desired position
- Formulate S.M.A.R.T. goals to resolve issues
- Tax considerations with respect to financial goals
- Succession Topics

### Accounting Systems

#### Analysis of Accounting Systems

- Evaluate company’s current systems
- Review company’s compliance system
- Gauge aptitude of accounting staff
- SWOT analysis
- Identify company’s accounting system requirements to meet financial goal measurement
- Identify current KPIs
- Formulate S.M.A.R.T. goals for accounting systems