



Cultivate Advisors®

Mid-Year Planning Workshop



Cultivate Advisors™

Hello! I'm Deborah Snyder

Relationship Manager



Cultivate Advisors™



VISION

A **WORLD** MADE BETTER BY **ENTREPRENEURS**

CULTIVATE ADVISORS



Our Mission:

To partner with committed entrepreneurs in propelling their businesses beyond expectations

Hello! I'm Andrea Ross

Business Advisor

Founded and was successfully acquired:
An award-winning Southeast Asian tourism
company with offices in Thailand, Laos,
Vietnam, Cambodia & Myanmar.



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A Banner Year

What
People
Won't See



Success

What People See

Disappointment

Failure

Sacrifice

Hard Work

Persistence

Discipline

Dedication

A Banner Year



Success

What People See

**Review the first half of the year and
set goals for what's next!**

Agenda

01

Where are we?

02

What do we need to adjust?

03

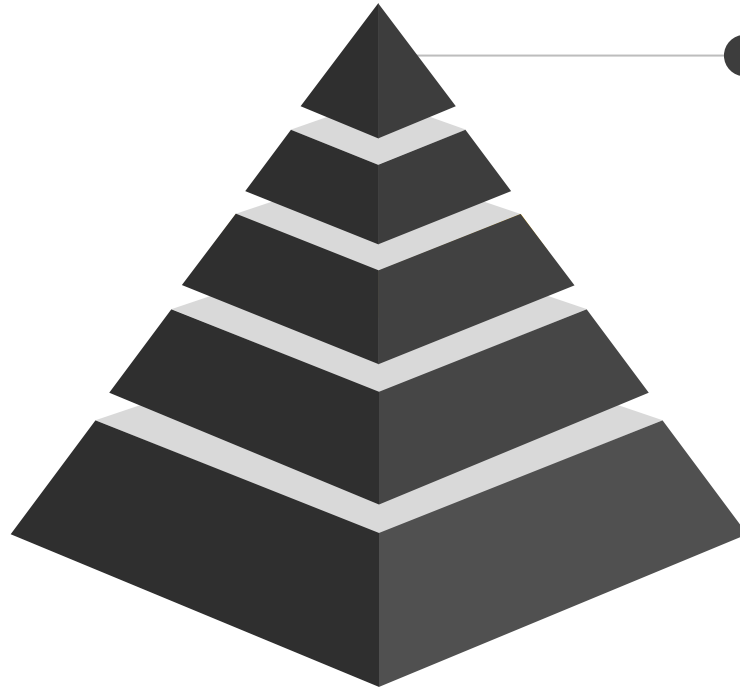
Collaboration and Next Steps



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Vision & Long Term Goals

Why are you doing this? What do you want in the next 3, 5 and 10 years?

VISION



Vision: What was the vision we described for 2024 and beyond?

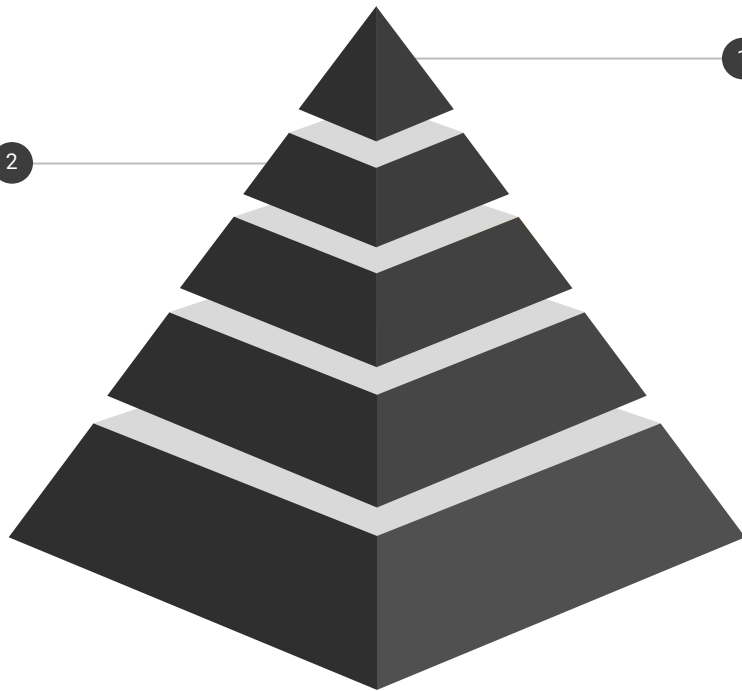
- Is it an exit?
- Increase Revenue/Profit by X?
- Is it 10x growth?

Are we still on track for this vision?
Has our vision shifted?
Have we communicated the shift?

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Annual Macro Goals Set

What were the goals you set for this year? Are you on track to achieving them? Have the goals shifted? Do you need to reevaluate?



Vision & Long Term Goals

Why are you doing this? What do you want in the next 3, 5 and 10 years?

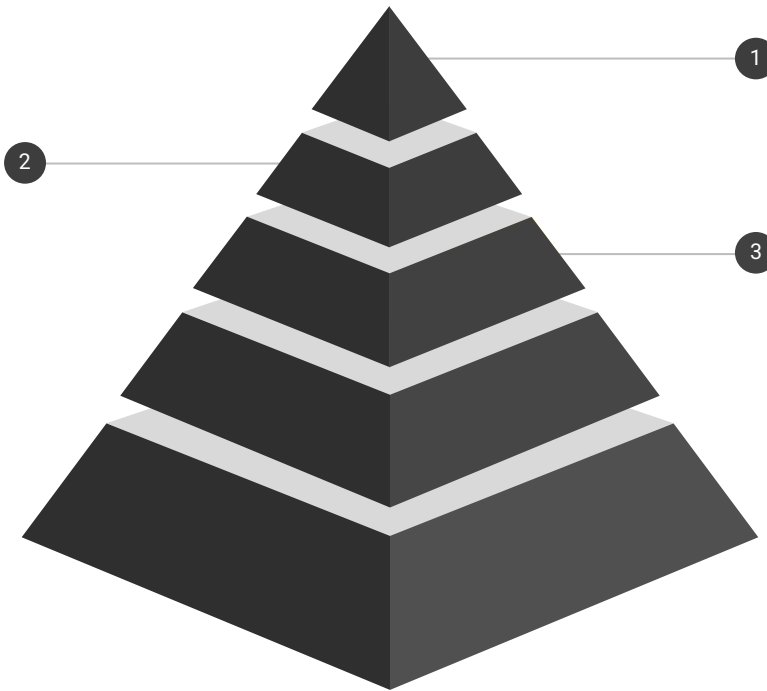
Macro Goals: Pick 2 to 3

- If achieved, would this keep you on track to your vision?
- Common Examples:
 - Revenue, Profit, Retention of Staff, # of Clients Served
- Did you prioritize the right goals?
- Are you on track to achieving them? If not why not? Are you already there, if so, what's next?

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Annual Macro Goals Set

What were the goals you set for this year? Have you achieved them or are you on your way to achieving them? Have the goals shifted? Have you reevaluated?



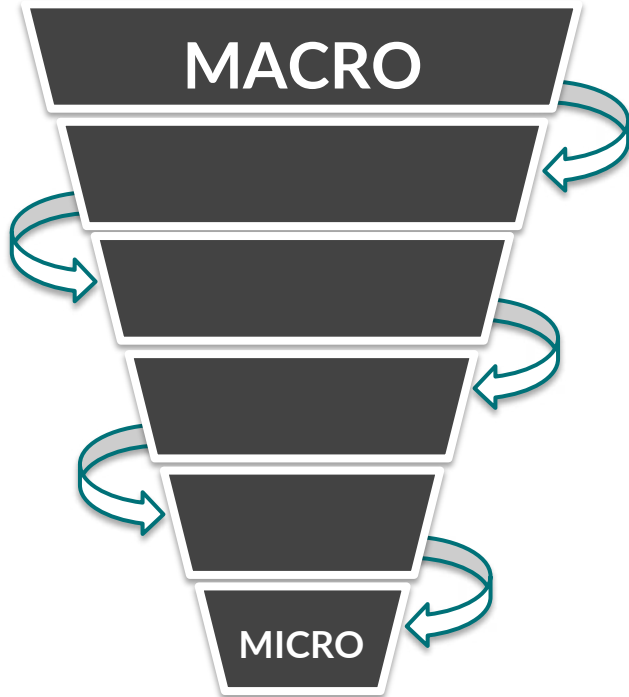
Vision & Long Term Goals

Why are you doing this? What do you want in the next 3, 5 and 10 years?

KPI's Identified

Push through the micro plans in all areas of the business. Did you set key performance indicators? How are you tracking them?

Macro to KPI



KPI's: Identify 1 or 2

- Take your macro goals and work them to the micro
- When can you measure? When does it feel control but not over the top?
- Who is driving these KPIs and how are you measuring and communicating?

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
Revenue Goal	\$18,514	\$13,028	\$29,952	\$41,910	\$50,514	\$50,459	\$44,287	\$58,689	\$28,574	\$60,506	\$39,937	\$74,771	\$511,142
Revenue 2022	\$9,257	\$6,514	\$14,976	\$20,955	\$25,257	\$25,229	\$22,144	\$29,345	\$14,287	\$30,253	\$19,969	\$37,385	\$255,571
Revenue Actual	\$21,899	\$26,554	\$32,741	\$34,171	\$40,770	\$28,273.00							\$184,408
COGS Goal	\$11,108	\$7,817	\$17,971	\$25,146	\$30,308	\$30,275	\$26,572	\$35,214	\$17,145	\$36,304	\$23,962	\$44,863	\$306,685
COGS 2022	\$4,513	\$4,665	\$5,405	\$15,805	\$15,636	\$15,351	\$15,779	\$13,549	\$16,447	\$20,715	\$13,225	\$16,769	\$157,859
COGS Actual	\$11,710	\$13,701	\$14,234	\$20,078	\$19,821	\$19,737							\$99,281
Fixed Expense	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$180,000
Fixed Expense Actual	\$10,833	\$13,881	\$13,882	\$11,858	\$17,980	\$11,128							
COGS Percentage of Revenue 2022	48.75%	71.62%	36.09%	75.43%	61.91%	60.84%	71.26%	46.17%	115.12%	68.47%	66.23%	44.85%	64%
COGS Percentage of Revenue	53.47%	51.60%	43.47%	58.76%	48.62%	69.81%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	50%
Net Profit Goal	-\$7,594	-\$9,789	-\$3,019	\$1,764	\$5,206	\$5,183	\$2,715	\$8,476	-\$3,570	\$9,203	\$975	\$14,908	\$24,457
Net Profit 2022	-\$10,256	-\$13,151	-\$5,429	-\$9,851	-\$5,379	-\$5,121	-\$8,635	\$795	-\$17,160	-\$5,462	-\$8,257	\$5,617	-\$82,288
Net Profit Actual	-\$644	-\$1,028	\$4,626	\$2,235	\$2,969	-\$2,592.35	\$0	\$0	\$0.00	\$0.00	\$0.00	\$0.00	\$5,566
Travelers On Ground Goal	228	298	550	984	836	974	930	892	1028	1240	768	958	9686
Travelers on the Ground 2022	114	149	275	492	418	487	465	446	514	620	384	479	4843
Travelers On Ground Actual	304	349	452	553	564	509							2731
Public Travelers on the Ground Actual	277	232	409	481	464	419							
New Travelers Goal	424	418	814	946	818	718	826	1138	1076	866	738	656	9438
New Travelers 2022	212	209	407	473	409	359	413	569	538	433	369	328	4719
New Travelers Actual	423	507	610	461	566	556							3123
Direct Booking Traveler Goal	182	96	184	298	238	262	220	338	300	338	210	210	2876
Direct Booking Traveler 2022	91	48	92	149	119	131	110	169	150	169	105	105	1438
Direct Booking Traveler Actual	133	179	190	189	198	175							1064
OTA Traveler Bookings Goal	238	202	366	686	598	712	710	554	728	902	558	748	7002
OTA Traveler Bookings 2022	119	101	183	343	299	356	355	277	364	451	279	374	3501
OTA Traveler Bookings Actual	295	314	420	364	366	334							2093
Private Tour Booking Goal	4	4	4	8	8	8	10	10	10	15	15	15	
Private Tour Booking Actual	4	11	6	7	9	2							
Tours Run 2023 Goals	39	37	51	61	81	81	71	95	46	98	64	121	
Tours Run 2022	21	17	34	50	53	58							

KPI's:

- Have we tracked our KPIs in order to know our success?
- Have we communicated our KPIs to the team and do they have individual or team goals to achieve?
- What do we need to focus on tracking moving forward this year? What are current bookings for 2025? Etc?

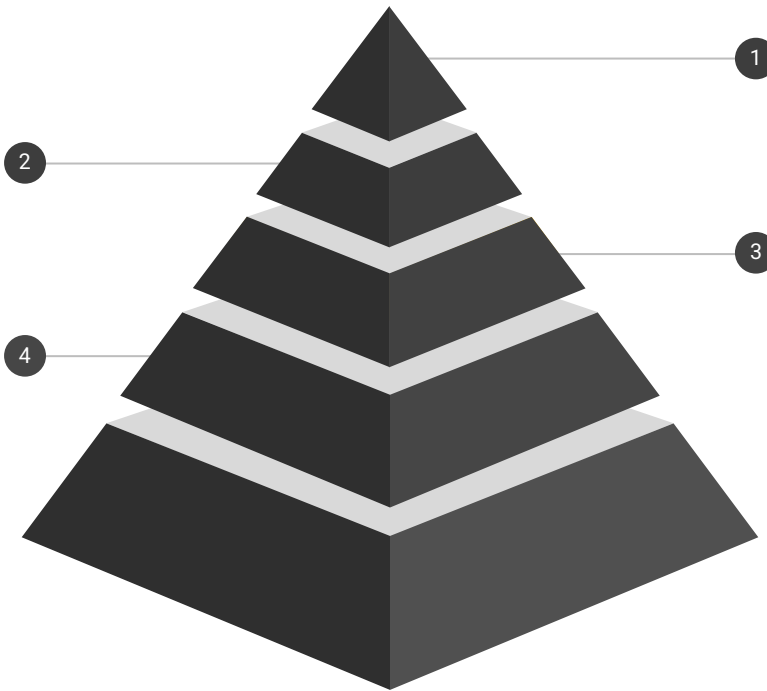
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Annual Macro Goals Set

What are the three most important metrics you need to hit this next year?

Initiatives Prioritized

What have you implemented to hit your KPIs? Are they working? If not, why not?



Vision & Long Term Goals

Why are you doing this? What do you want in the next 3, 5 and 10 years?

KPI's Identified

Push through the micro plans in all areas of the business. What are the key performance indicators?

Initiatives: Identify 1

- Look at your KPIs for the first half of the year, are you hitting your goals? If not, what needs to be implemented to get you there?
- Remember, keep it simple and go all in on something to move the needle.

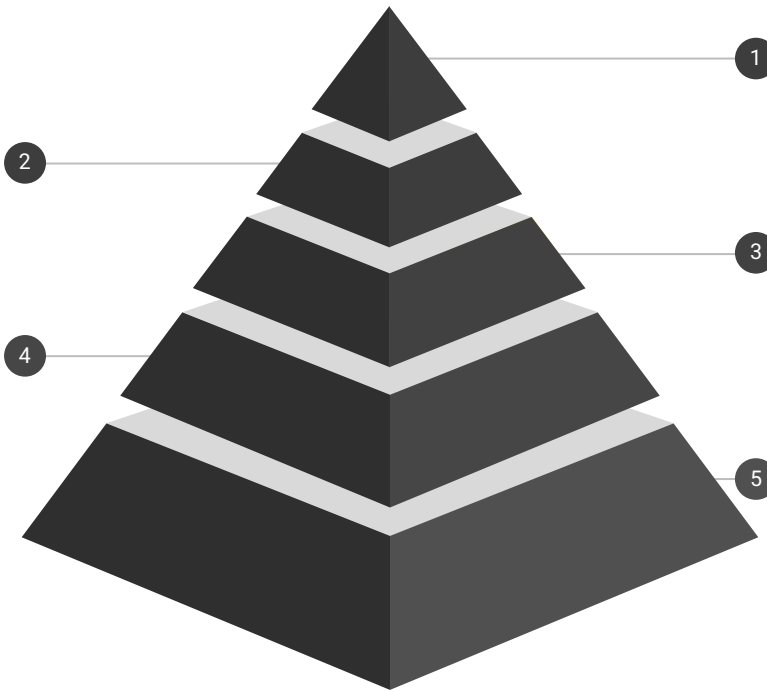
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Annual Macro Goals Set

What are the three most important metrics you need to hit this next year?

Initiatives Prioritized

What pivots, shifts or changes will be needed to achieve? In what order should you approach these initiatives?



Vision & Long Term Goals

Why are you doing this? What do you want in the next 3, 5 and 10 years?

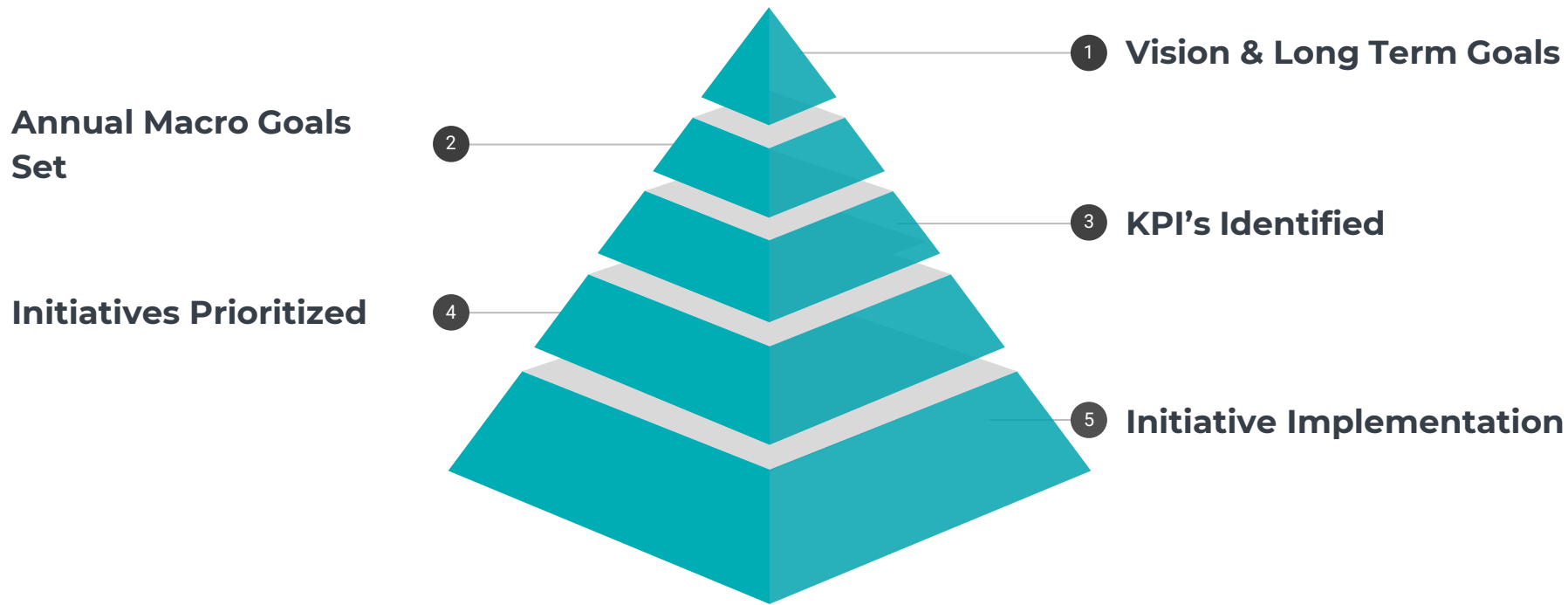
KPI's Identified

Push through the micro plans in all areas of the business. What are the key performance indicators?

Initiative Implementation

Have you developed a strategy, a process, a system, a procedure, clear training and supported leadership for the initiatives?

Planning Methodology





CEO Dashboard

Reactive: Picked by Urgency

Proactive: Picked by Impact



Financials

- Do you have your financials built out through 2025?
- What KPIs do you need to establish for growth and margin optimization?
- Are you building out forecasting tools to help you make key hiring/expansion decisions while understanding how much cash you need?

Sales

- Who is your ideal client post covid?
- Do you have a clear sales funnel based on those clients?
- Do you have the right sales team, training, and direction to shift forward?

Marketing

- Have you built a re-formulated marketing plan?
- Have you clearly defined your product and created the right messaging / storytelling?
- What media channels are cost-effective and deliver strong ROI?
- What needs to happen to increase your website conversion?

Leadership

- How are you supporting your team to take more ownership and drive decisions?
- Are they feeling appreciated and valued?
- Do you have a clear org chart and well defined roles and individual KPIs?
- What are your core values and culture you want to build?

Recruiting

- Do you have a recruitment strategy in place including a candidate avatar? Enlightening interview questions? Insight into team culture and values?
- Are you open to flexible work environments?
- Do you have systems in place to embrace work/life balance?
- Have you built and implemented an onboarding process?

Productivity

- Do you have an operation plan that removes bottlenecks?
- Do you have a goal of how much time you want to work in the business?
- Have you prioritized finding tech solutions to expedite processes?



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THANK YOU!!