

## Experience that matters.

### Kit Johnson

is president of LedgerSource and principal consultant. His background includes more than 20 years in key executive and management advisory positions, with a focus on strategic decision-making, systematized business development and positive financial results.



Throughout his career, Kit has helped companies develop and execute their core business strategy, with specific expertise in:

- ♦ Facilitating management sessions designed to help participants choose from conflicting alternatives and build management consensus;
- ♦ Developing strategic plans and supporting financial forecasts;
- ♦ Assessing corporate governance, enterprise continuity and risk management;
- ♦ Selecting and implementing key information systems;
- ♦ Reengineering business processes.

Prior to founding LedgerSource, Kit's positions included Portland Managing Partner for a national CFO services firm, Senior Manager in charge of a Business Process Outsourcing group for an international accounting and consulting firm, and C-level operational positions at emerging software companies serving the healthcare and technology industries.

Kit graduated with honors from the University of Oregon in 1987 and holds bachelor of arts degrees in accounting and music from the Robert Clarke Honors College.



# Helping You make Confident Decisions

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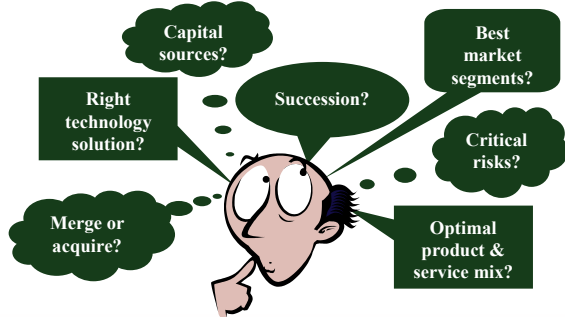
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Management Advisory Services

# The Challenges.

Business owners and senior managers regularly face a daunting array of strategic choices.



Their decisions have long-term impact, and the answers in many cases are not intuitively obvious. Essential information needed to support a decision is often fragmented and not easily accessible. Participants could have ulterior or conflicting motivations. Even prioritizing time to address these issues, while facing short-term crises, can present a challenge. Too often the result is no decision.

Unfortunately, the cost of making a poor choice — or, worse, making no decision — can have a staggering effect on revenue and profitability. And these are not the only concerns. Financial and other critical assets might be depleted as well from:

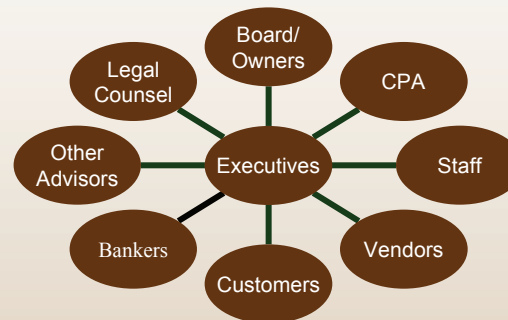
- ♦ Unwise use of time by management, staff, board and advisors;
- ♦ Misdirected activities that must be unwound later;
- ♦ Lack of a clear mission, causing management to go in different directions;
- ♦ Management's inability to secure funding;
- ♦ Personal anxiety, frustration and stress pervading the group's actions.

# The Solution.

Quality choices determine whether your business achieves its full potential. The process you use in making these choices must address several fundamental questions:

- ♦ What are your alternatives?
- ♦ Do you and your colleagues clearly understand these alternatives?
- ♦ Do you have sufficient information to make an informed choice?
- ♦ How will you — and your colleagues — make a decision?
- ♦ Is the group committed to pursue the agreed-upon option?
- ♦ How will you know that you got it right?

Each choice might require many stakeholders to become involved — both in gathering necessary data to make a decision and ensuring that all members of the organization agree to and support the designated direction.



Putting in place a quality process to support quality decision-making gives you the best chance of a positive outcome.

# The Results.

The LedgerSource process helps you address difficult decisions.

We enable you to make an informed choice in the shortest possible time in order to maximize the potential of your business and move forward with confidence.

## 1

**Consensus.** The LedgerSource process assures that you have the consensus of your colleagues. You might believe you have the *ultimate decision*. But your stakeholders must share your vision and understanding and pull together on the oars to achieve the goal. Otherwise, your decision will fail.



## 2

**Information.** The LedgerSource process ensures that you have all the necessary information to build a foundation on which you can make a decision.

## 3

**Efficiency.** The LedgerSource process minimizes the total and elapsed time to reach a decision. We reduce your direct costs and provide the best opportunity to move forward with conviction and optimize your results.

**Make tomorrow's decisions with confidence.  
Contact LedgerSource today.**