



**Harrop Marshall**  
Chartered Accountants

# My-FD Your Virtual Finance Director

**Does your accountant give you a history lesson each year?  
Are you frustrated by looking at accounts maybe 7–9 months after your year end?  
You cannot change the past – but you can change the future!**

## How can you address those issues without a full time FD?

My-FD is an innovative service – aimed at aspirational business owners and those who recognise the need for change.

It gives you all the benefits in terms of strategic advice/corporate planning – without the cost of a full-time finance director!

We can help you set goals, develop your business plans and build a roadmap for your business. – think of it as **Sat-Nav for business!**

## Firstly we help you with Goal Setting:

- 1. Goal Setting** - What is your vision for your business?  
- Where do you want to be in 5 years time?

Try to think in terms of **SMART Goals**.

These need to be:

- Specific
- Memorable
- Accurate
- Reasonable
- Timely

## Start by asking yourself some basic questions:

- Where am I now?
- What's working?
- What's holding you back?
- What are your pain thresholds?
- Are you working too many hours?

Once we understand your goals we can start to set targets with you and start thinking about an **Action Plan for your business**.

## 2. Target Setting and Diagnostic Review

We can help you set outline targets for the next 3 years:

- Pre-Tax Profit
- Disposal Income
- Shareholder value
- Work/life balance
- Other factors – such as Exit Planning

We can complete a **Diagnostic Review** of the business with a detailed **SWOT analysis** which will also help you analyse the roadblocks which may be holding you back – and stopping your business from achieving its full potential



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## 3. The Business Roadmap

Once we've gone through your goals, helped you set clear targets and completed the Diagnostic Review we can start working on a **Business Roadmap**.

We can help you build a plan which is focussed on achieving your goals, hitting the targets and perhaps addressing your work-life balance.

## 4. MY-FD

A typical **MY-FD programme** includes:-

- Helping you develop a detailed 12 month forecast – Profit and Loss, Cash flow and Balance Sheets and relevant KPIs using **Spotlight Forecasting** our leading edge business reporting system.
- Uploading your forecasts and linking up your monthly financial data – ideally from a cloud based accounting platform such as **Xero**. – into **Spotlight** giving you **real time Financial Reporting**. – comparing actual performance against plan.
- We will share monthly **Business Performance Reports** including a detailed Business Dashboard together with graphs and charts which bring numbers to life!
- We will set up a **monthly call** to discuss progress/and review your business performance
- Each quarter we will meet you and have a full **Business Review Meeting** complete with a written agenda. This helps monitor progress against your plans and we can reset targets as your plans change

## Please contact us for further information

Name       Company       Email address       Telephone no

Please email to **Tbowler@harropmarshall.co.uk**

Or call me on **0161 495 3681** (direct line)