

MLA Companies

15 W. 4th St. Ste 450
Dayton, OH 45402
937.222.3622

THE MLA "VIP" PROCESS

A financial system should drive business intelligence decisions. As a Financial Strategic Advisory firm, MLA Companies utilizes its "Value Implementation Process" (VIP) to ensure proper alignment of its services and connect the necessary compliance and financial functions to future oriented capacities and strategic decisions.

MLA's team of professionals encompasses financial, operational, and strategic expertise, all emanating from the financial function and oriented towards future growth. As such, MLA's team has developed an impressive track of fulfilling its mission - transforming businesses and people. These activities by necessity have included planning and executing along financial, operational, and strategic decision sets.



| MLA VIP STEP | 1.0 The Reality | | 2.0 The Perspective | | 3.0 The Runway | | 4.0 The Dream | | 5.0 The Map | | 6.0 The Courage | | 7.0 The Reward | |
|---------------------------|-------------------------------------|----------|---|---|---|---|-------------------------------------|--|-------------------------------------|-----------------------------------|---|---|---|-------------------------|
| | What is the current situation? | | What insights can we draw from the current situation? | | Definition/consideration of capacities and restraints | | Why are "we"/"I" in business? | | What do we need to do to get there? | | Given 1 to 5, what actions can we take to accomplish the dream? | | What do we see, what can we learn, what do we discard/repeat? | |
| | DUTIES | FOCUS | DUTIES | FOCUS | DUTIES | FOCUS | DUTIES | FOCUS | DUTIES | FOCUS | DUTIES | FOCUS | DUTIES | FOCUS |
| Accounting/ CPA | Data Entry/ Report Generation | Accuracy | Compliance/ Troubleshooting/ Direction | Completeness | | | | | | | | | | |
| CFO/Financial Advisory | | | Benchmarking: Cost reduction | Business Model Alignment/ Consistency | Budgeting/ Forecasting | Quantification of capacities and restraints | | | | | | | Financial analysis of results/comp planning/ROE | Executable learnings |
| Strategic Advisory | | | | | Short-term Decision Analysis | Capacity utilization | Understanding the "Why" question | Qualitative challenging to "Dream" | Strategic planning | Long-term Decision Analysis | Coordination of execution with strategy | Strategic alignment/ minimize "strategy creep" | Strategic analysis | Executable learnings |
| Strategic Execution | | | | | | | | | | | M&A/Due Diligence/ Refinancing/ Other | Efficient Execution | | |

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| MLA VIP STEP | | Accounting/CPA | CFO/Financial Advisory | Strategic Advisory | Strategic Execution |
|---|--------|------------------------------|---|---|--------------------------------------|
| 1.0 The Reality What is the current situation? | DUTIES | Data Entry/Report Generation | Compliance/ Troubleshooting/ Direction | | |
| | FOCUS | Accuracy | Completeness | | |
| 2.0 The Perspective What insights can we draw from the current situation? | DUTIES | | Benchmarking; Cost reduction | | |
| | FOCUS | | Business Model Alignment/ Consistency | | |
| 3.0 The Runway Definition/consideration of capacities and restraints | DUTIES | | Budgeting/Forecasting | Short-term Decision Analysis | |
| | FOCUS | | Quantification of capacities and restraints | Capacity utilization | |
| 4.0 The Dream Why are "we"/"I" in business? | DUTIES | | | Understanding the "Why" question | |
| | FOCUS | | | Qualitative challenging to "Dream" | |
| 5.0 The Map What do we need to do to get there? | DUTIES | | | Strategic planning | |
| | FOCUS | | | Long-term Decision Analysis | |
| 6.0 The Courage Given 1 to 5, what actions can we take to accomplish the dream? | DUTIES | | | Coordination of execution with strategy | M&A/Due Diligence/ Refinancing/Other |
| | FOCUS | | | Strategic alignment/minimize "strategy creep" | Efficient Execution |
| 7.0 The Reward What do we see, what can we learn, what do we discard/repeat? | DUTIES | | Financial analysis of results/comp planning/ROE | Strategic analysis | |
| | FOCUS | | Executable learnings | Executable learnings | |