



*AASA has teamed with RSM McGladrey to offer members an exclusive and valuable business diagnostics tool:*

## **ValueInsight** *a process developed by RSM McGladrey where your top management team and our client service team jointly evaluate your company's financial performance & challenges.*

### **A Process Designed to Help Companies Increase Value**

What are your key value drivers and how are they being used to reach your future value goals?

- Provides practical insights and inspired results to our clients for reaching goals, especially as they relate to increasing company value
- Provides an interview of past performance and allows management to step back from day-to-day activities and think of ways to increase company value
- Provides an evaluation of six broad categories of value drivers – Revenue and Direction, Productivity and Profitability, Working Capital and Fixed Asset Management, Human Capital, Management Information and Systems, and Taxes – and relates them to future value goals of a company

We have developed many resources and capabilities to assist clients in value-building initiatives. The initial ValueInsight process as a demonstration of our commitment to build a long-term business advisory relationship with you and your management team.

### **More Specifics about ValueInsight**

- Provides a financial analysis using two main sources of data
- Three years of company specific financial statement data
- Provides a set of self-diagnostic questions for each broad value driver category
- Specific self-diagnostic questions are provided for Human Capital, Management Information Systems and Taxes, since they do not contain financial analyses
- It is beneficial to update this analysis on an annual basis to provide a fresh look at the company and industry-specific trends

### **✓ Revenue and Direction**

The Revenue and Direction value driver category encompasses a broad range of factors that influence the type of revenue as well as current and future revenue levels.

### **✓ Productivity and Profitability**

The Productivity and Profitability value driver category comprises all of the processes and activities in an organization that influence productivity and profitability.

### **✓ Working Capital and Fixed Asset Management**

The Working Capital and Fixed Asset Management value driver category measures how a company maximizes the results from its investments.

### **✓ Human Resources**

The Human Resources value driver category is a broad area consisting of how a company utilizes and encourages its employees to maximize company value.

### **✓ Management Information and Systems**

The Management Information and Systems value driver category includes the accuracy, timeliness, and quality of information used by management along with the formal and informal business systems that are in place.

### **✓ Taxes**

The Taxes value driver category addresses all of the various tax-related issues that a company must actively control and manage to optimize cash flow and value.

**To learn more about ValueInsight or to schedule, contact Mike Adkins at 312-634-3110 or e-mail [michael.adkins@rsmi.com](mailto:michael.adkins@rsmi.com)**

*"We are extremely pleased with the RSM McGladrey ValueInsight Model and Diagnostic tool. Not only was it convenient to use – we simply provided selected financial data – but we have found the results to be an invaluable resource in developing our business plans and strategy. I wholeheartedly recommend it to my fellow AASA members."*

**Vange Proimos**, President and CEO, AP Exhaust Products Inc. and  
past-Chairman of Automotive Aftermarket Suppliers Association