

## Top-Line Performance Model

'The flapping of a single butterfly's wing today produces a tiny change in the state of the atmosphere. Over a period of time, what the atmosphere actually does diverges from what it would have done. So, in a month's time, a tornado that would have devastated the Indonesian coast doesn't happen. Or maybe one that wasn't going to happen, does.' (Ian Stewart, Does God Play Dice? The Mathematics of Chaos)

The following pages give a very brief snapshot in to the impact that one part of the revenue generation process has on another. Its impact can be profound yet is seldom understood. Much like the chaos theory, getting something wrong in one department doesn't stay there; its impact will affect revenue & profit performance along the line.

Our Top-Line Performance Framework<sup>TM</sup> tool will help you:

- Identify and assess all players in the revenue generation process
- Take action where inefficiencies are causing profit to suffer

Rowan focuses purely on the process that generates revenue. From product to communications, lead generation to customer services, each stage has a direct impact on the process and has the potential to drastically reduce profitability.