



Enhancing Corporate Value

Strategic and Financial Consulting

Enhancing corporate value through strategic and financial consulting requires intentional corporate action, significant advisor experience and insight, and application of principled wisdom. With the right combination, not only will the corporation thrive, but its resources will positively impact people now and into the future.

Promote Growth and Value

A holistic worldview reveals eight tenets we believe promote growth and value while reducing risk. They are:

1. Legacy

Building a business designed to survive across generations includes developing the company's mission, vision, and core values.

2. Stewardship

Developing a strong financial position and instituting a business transition strategy incorporates generational thinking.

3. Wisdom

Reducing risk and increasing success begins with a corporate governance structure and strategic plan.

4. Leadership

Strengthening a company's strategic execution includes building healthy teams and developing operational continuity.

5. Human Productivity

Equipping the next generation of leaders, developing a scalable workforce, and evaluating measurable results.

6. Capital Allocation

Fostering a dependable strategic planning process for capital investment enhances enterprise value.

7. Managing Uncertainty

Understanding the market coupled with thorough financial analyses mitigates the risk of uncertainty.

8. Minimizing Instability

Executing on a focused, thorough business plan reduces the risk of unpredictability while increasing the financial stability of the business.

Business Strategy Around Vision

Numerous threats and opportunities exist in the business marketplace at any given point in time. Our advisors help to drive sound business decisions to enhance enterprise value, grow market influence, and avoid risks by combining decades of experience with a collaborative approach. Some of the Blue Trust's consulting division's service offerings include:

- **Corporate Governance Advice** – review, facilitate, and help implement corporate governance guidelines and structure
- **Business Division Assessment** – work with team leaders to develop or reorganize business lines/divisions
- **Financial Modeling** – construct and model financial scenarios to include financing, transaction, and business interruption and advise on possible outcomes
- **Market Intelligence Review** – research and analyze market and other competitive intelligence trends and their effect on the company's current and future financial position
- **Financial Position Analysis** – examine historical and current financial trends, evaluate strategy of current and deferred capital expenditures, and refine working capital requirements
- **Crisis Management** – lead corporate teams, C-suite, and Board through critical periods of uncertainty revolving around financial covenants, declining revenues, negative cash flow, and unprofitable divisions
- **Leadership Team Development** – cultivate healthy leadership teams through personal assessments, promotional tracking, and goal-orientated behavior
- **Communication Plans** – develop and implement communication with internal and external shareholders