

Manager's Toolbox – Tom Gray

1. Key Questions for a Turnaround
2. Situation Analysis
3. Contribution Margin Analysis
4. Profit Assessment
5. Thirteen Week Cash Flow Statement
6. Due Diligence Questionnaire
7. Sales Funnel & Time Commitment
8. Process Mapping
9. Process Improvement Tools
10. Competitive Analysis Matrix
11. Action-Oriented Strategy
12. Vision Development Process
13. Strategy-based Management System
14. Case Analysis Guidelines
15. Nine-cell Priority Matrix
16. New Product Development Process
17. Tornado Chart (Sensitivity Analysis)
18. Marketing Plan Outline
19. Business Plan Outline
20. Small Business Analysis
21. Promotional Readiness
22. Monitoring Employee Performance
23. Corporate Policies
24. How to Write a Business Case