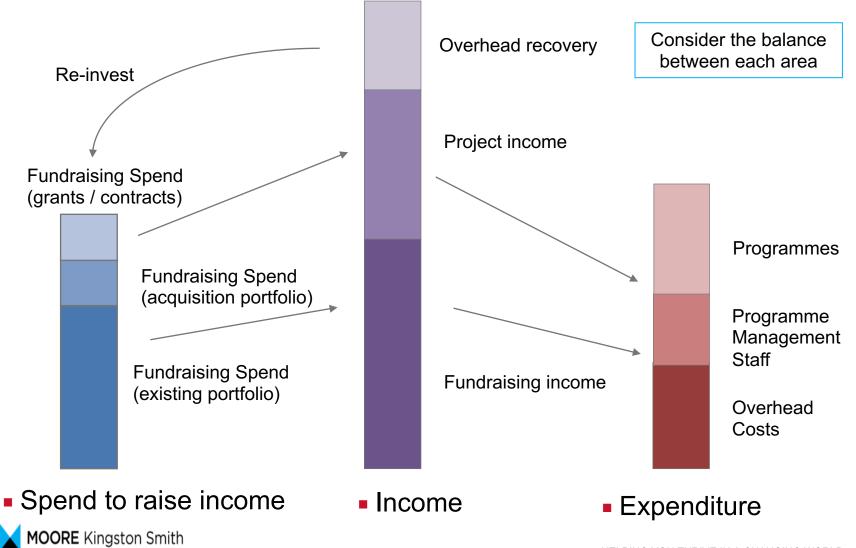
FINANCE STRATEGY



MAPPING OUT IMPACT VS PROFITABILITY

High

High impact but doesn't generate a surplus. Can we improve profitability? (keeping costs down and cost recovery, are critical here)

This area is where services neither provide impact and are loss making.

We should consider stopping activities here as resources could be re-directed.

Impactful and providing good surplus.

This should be our focus.

High surplus / profitability levels, but poor impact.

What can we do to make these more impactful, or do they provide income to do our charitable work?

Low

PROFITABILITY / SURPLUS GENERATING POTENTIAL

High

@ Mark Salway



AN EXAMPLE

