

# Driving Your InnerProfits™

## The Gazelles International 4D Assessment™

### Four Decisions™ ASSESSMENT



PEOPLE



STRATEGY



EXECUTION



CASH

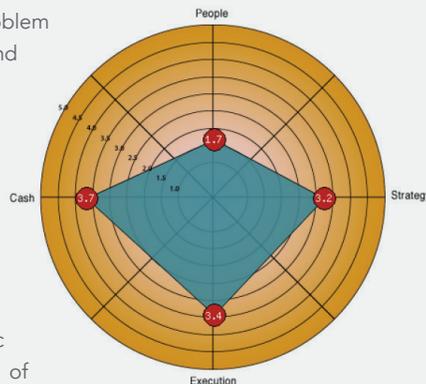
### Greater Profits — At Your Fingertips

Take our Gazelles International 4D (Four Decisions) Assessment™ and gain a holistic understanding of the overall health of your organization in the four areas key to current and future business vitality and success.

All companies have strengths and weaknesses. Do you know yours?

The Gazelles International Four Decision Assessment™ (4D) is built off the groundbreaking work of Verne Harnish's Bestselling book, *Mastering the Rockefeller Habits*. The 4D Assessment examines how healthy and optimally your business is operating in the areas of People, Strategy, Execution and Cash, helping you efficiently identify problem areas, better leverage strong areas, and overall ensure sustainable growth for your company.

The results of the 4D Assessment focus on the four core areas of your organization that must be healthy and operating at optimal capacity: People, Strategy, Execution and Cash. Having this level of holistic understanding for the overall health of your organization will allow you to identify problem areas more efficiently, maximize existing high-performing business segments more effectively and ensure sustainable growth for your company. The combined output indicates the degree of current and future business vitality and success.



Gazelles International is a worldwide, premiere coaching association of independent, professional business coaches who assist growth companies with the implementation of Gazelles growth tools. Our coaches are certified in the mastery and application of the Four Decisions tools for business growth.

Locate a coach near you at [GICoaches.com](http://GICoaches.com)  
Best Education. Best Tools. Best Community.



Is everyone in your company pulling their own weight and contributing as they should? If you had to start the company all over tomorrow, would you enthusiastically rehire everyone on your team? **Growth companies' most difficult decisions revolve around getting the right people in the right seats, and doing the right things with clear accountabilities and metrics.**



Do you have a solid top-line revenue growth strategy in place? The key to sustainable top line growth is three-fold: knowing your core customer, developing a clear brand promise, and developing your BHAG® for sustainable revenue growth. **Gazelles' unique One-Page Strategic Planning can help you get everyone on the same page, and aligned for success.**



One common challenge that quietly sneaks up on successful growth companies is the subtle transition from precise execution to complacent and poor execution disciplines. By simply tightening up your execution habits, you can dramatically improve gross margins and profitability while reducing the time it takes for everyone to complete their work, freeing up the leadership team to spend more time on market-facing activities.



And the last challenge is Cash. The first law of entrepreneurial gravity is "Growth Sucks Cash." **We encourage companies to use Gazelles Cash Conversion Cycle (CCC) tool to outline the cash cycle and help you work through concrete ways to double operating cash flow in the next twelve months.**