

What is an Ascension Day?

It is a one-day workshop run by Green Square to assist shareholders and management identify actions they can take to improve the performance and value of their business. It effectively helps them with the next stage of the company's development.

Why should we consider it?

As Ascension Day is an important enabler for any business that wants to put in place a growth strategy with a view to realising value from a sale in due course. Similar to our Commercial Review product but less in-depth, clients use Ascension Days to kick-start strategic planning, define short term actions to enable growth and focus the mind on the attributes acquirers look for when making an acquisition.

What does it entail?

Information requested by Green Square is reviewed prior to the workshop taking place. The off-site workshop consists feedback in respect of the client information provided and discussions with management in line with the value drivers that form part of a Commercial Review. The output of the day is an agreed set of actions to enhance growth and business value.

Areas to be reviewed

Example text for consideration

Financial performance	<ul style="list-style-type: none"> Review of past, current and forecast performance Analysis of new business and client revenue Performance comparison to industry benchmarks and KPIs
Management information	<ul style="list-style-type: none"> Review of existing MI Review of budgeting and forecasting processes Recommended changes to reporting and dashboards
Value drivers	<ul style="list-style-type: none"> Discussion around the positive and negative value drivers covering: Discipline, market positioning, client portfolio, team, growth strategy, financial performance and stability

Clients find Ascension Days to be a massive catalyst in terms of defining growth and value-enhancing actions with the external viewpoint being essential to understanding the issues that impact valuation. It is Green Square's most popular assessment programme.