

Don't Waste a Good Recession

Presentation #6
24.04.2020

Jacob Aldridge
International Business Advisor



[Facebook.com/groups/GoodRecession](https://www.facebook.com/groups/GoodRecession)

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Meditation > Squirrels!



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Snapshot 24.04.2020

Coronavirus	Active Cases	Total Deaths	Case Change (last wk)
UK	115,051	18,100	29%
USA	717,358	47,684	26%
Australia	1,541	75	-42%
Global	1,743,020	185,452	20%

Source: www.worldometers.info/coronavirus/coronavirus-cases/

Unemployment		Change (5yr low)	Change (last mth)
UK [Feb '20]	4.00%	0.20%	0.10%
USA [Mar '20]	4.40%	0.90%	0.90%
Aust [Mar '20]	5.20%	0.30%	0.10%

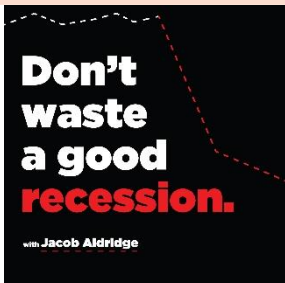
Source: www.tradingeconomics.com/united-kingdom/unemployment-rate/
www.tradingeconomics.com/united-states/unemployment-rate
www.tradingeconomics.com/australia/unemployment-rate

Markets	Current	Drop Since Peak	Drop Already To Previous Low
FTSE	5,779.57	-25.21%	46.21%
DJI	23,475.82	-20.61%	26.38%
ASX 200	5,217.10	-27.51%	48.47%

Source: Yahoo! Finance
 FTSE Peak 7,727.50 Low 3,512.09
 Dow Jones Peak 29,568.57 Low 6,469.95
 ASX Peak 7,197.2 Low 3,111.7

GDP Growth	March Qtr	December Qtr	September Qtr
UK	???	+ 0.0%	+ 0.5%
USA	???	+ 2.1%	+ 2.1%
Australia	???	+ 0.5%	+ 0.6%

Source: www.tradingeconomics.com/united-kingdom/gdp-growth/
www.tradingeconomics.com/united-states/gdp-growth
www.tradingeconomics.com/australia/gdp-growth



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Respond to Plan

(priorities w/c 26.04.2020)

Are you Ready to Shift Phases Yet?

1. Understand the Timing of your
6 Cash Flow Cycles

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The Economic Cycle



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Cash

is

King!

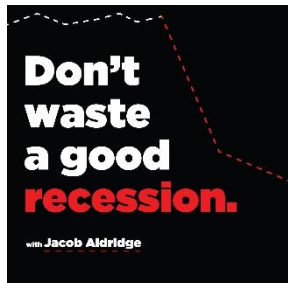
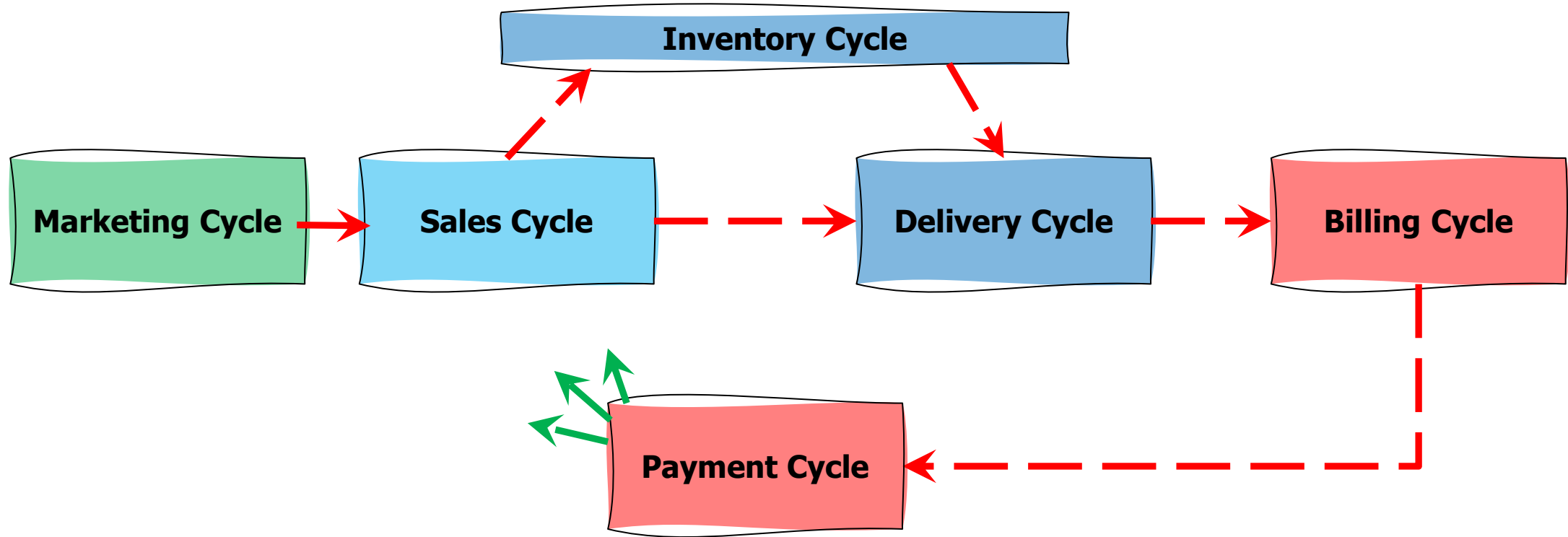
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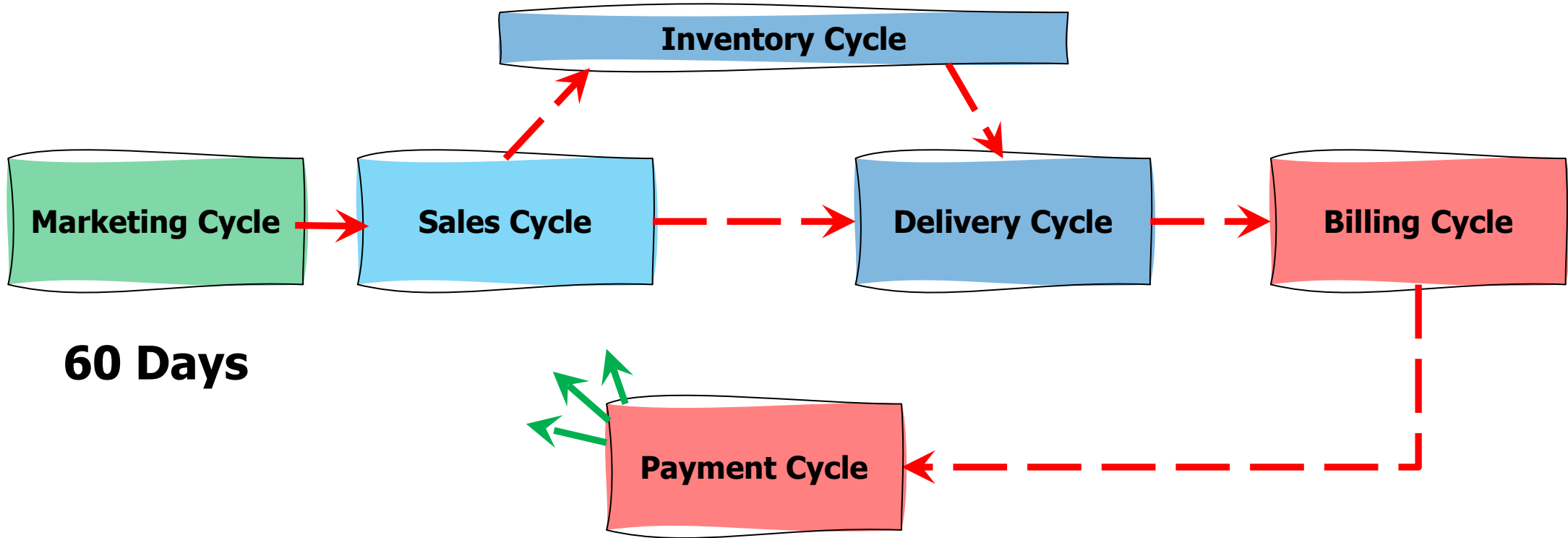
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Your Cash Flow Cycles

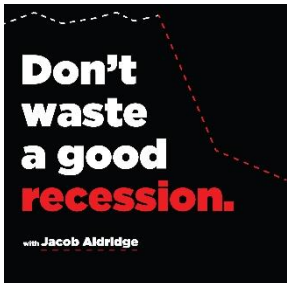


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Your Cash Flow Cycles

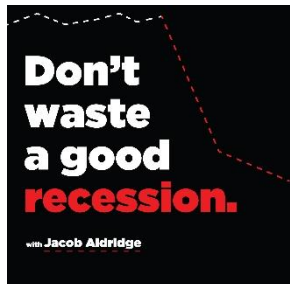
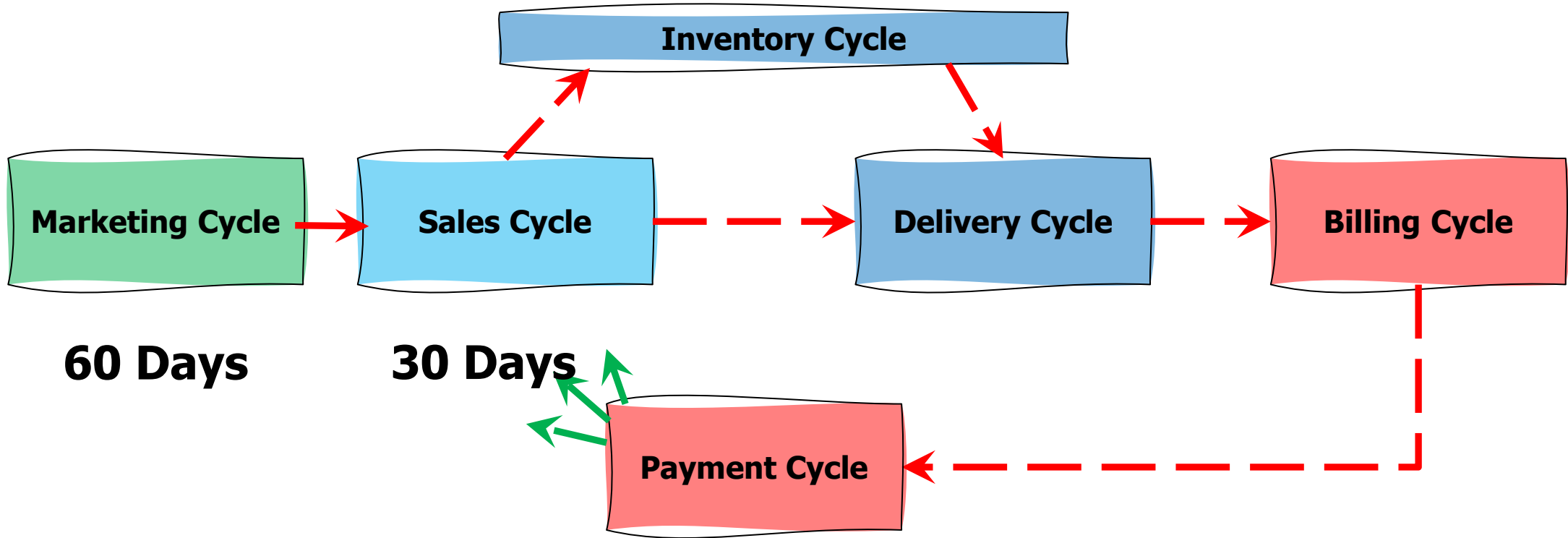


**How long for a Marketing Initiative
to create a Lead?**



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Your Cash Flow Cycles

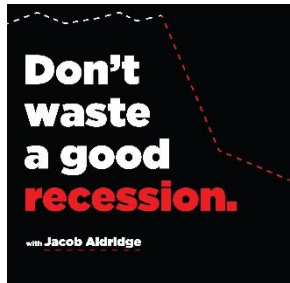
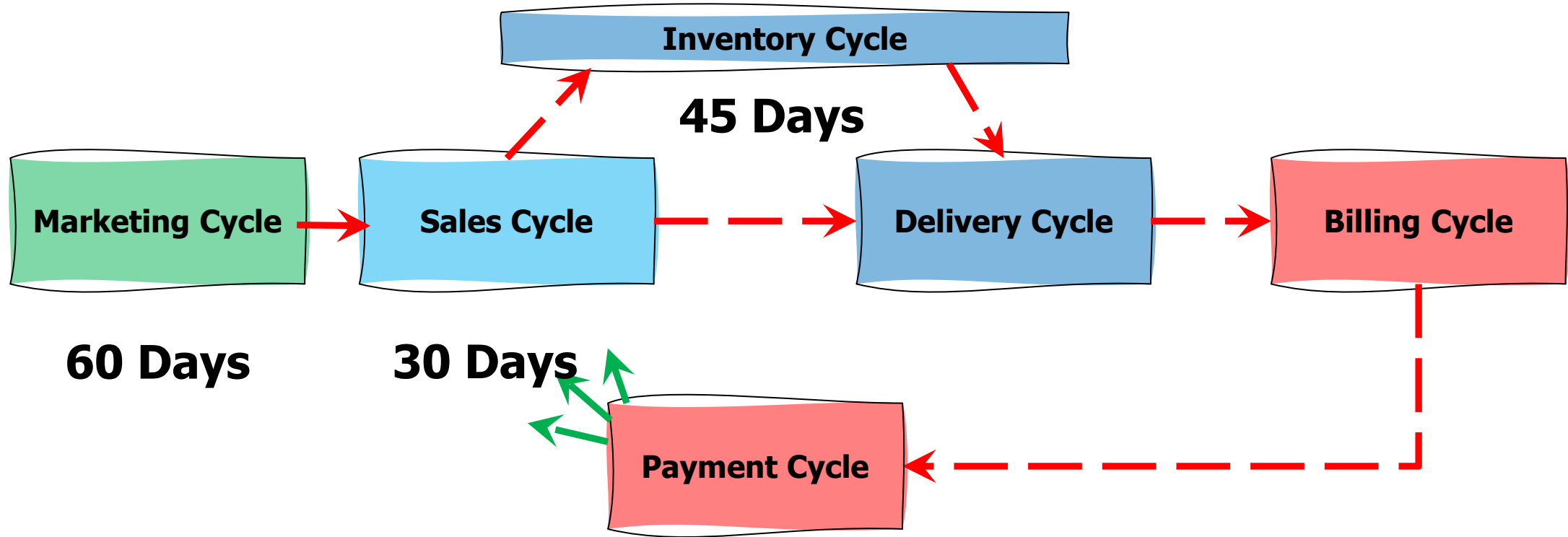


How long for Sales to turn a Lead into a Client?



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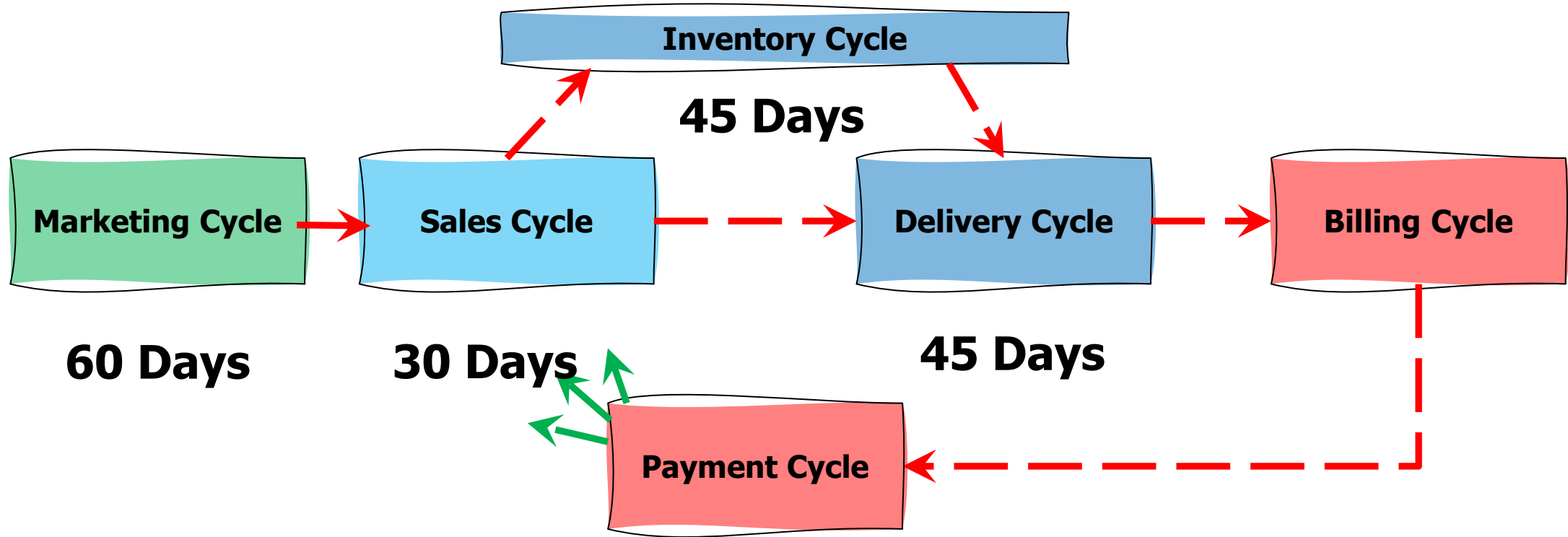


How much Stock do you Carry, and for How Long?

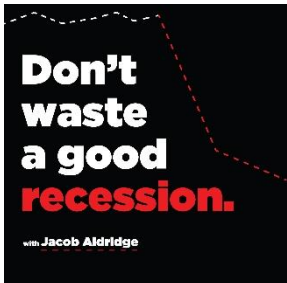


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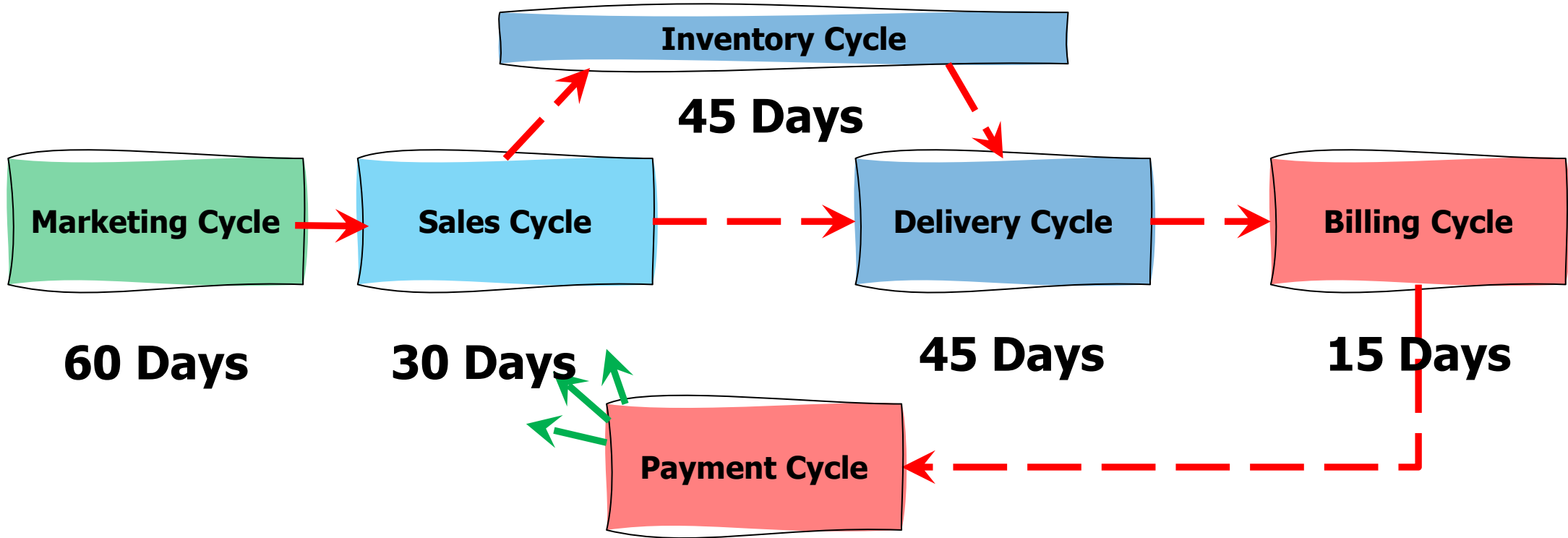


Once Purchased, How long does it take you to Deliver?

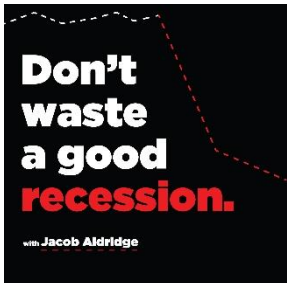


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Your Cash Flow Cycles

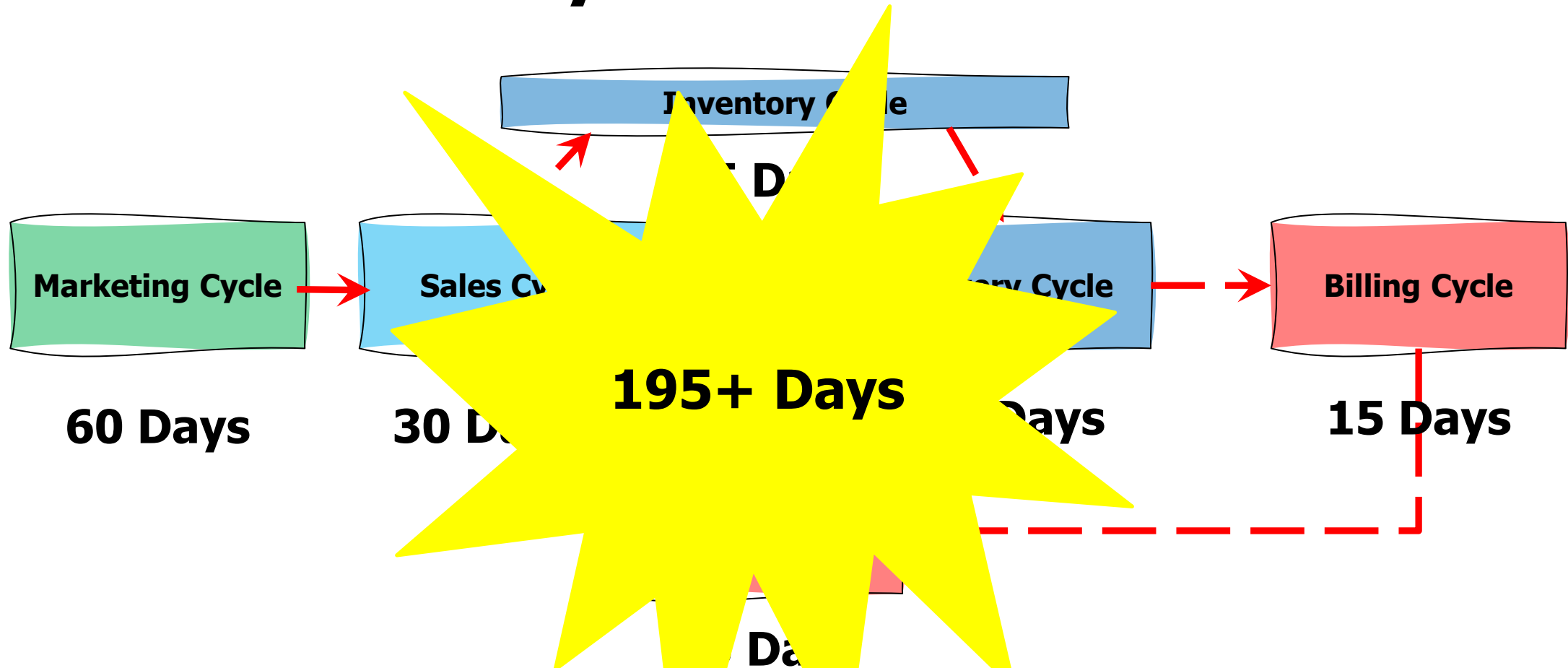


Once Completed, How long does it take you to Send the Invoice?

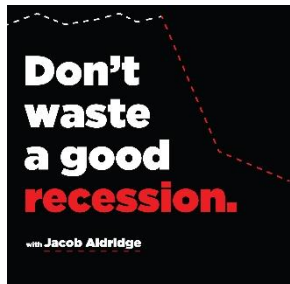


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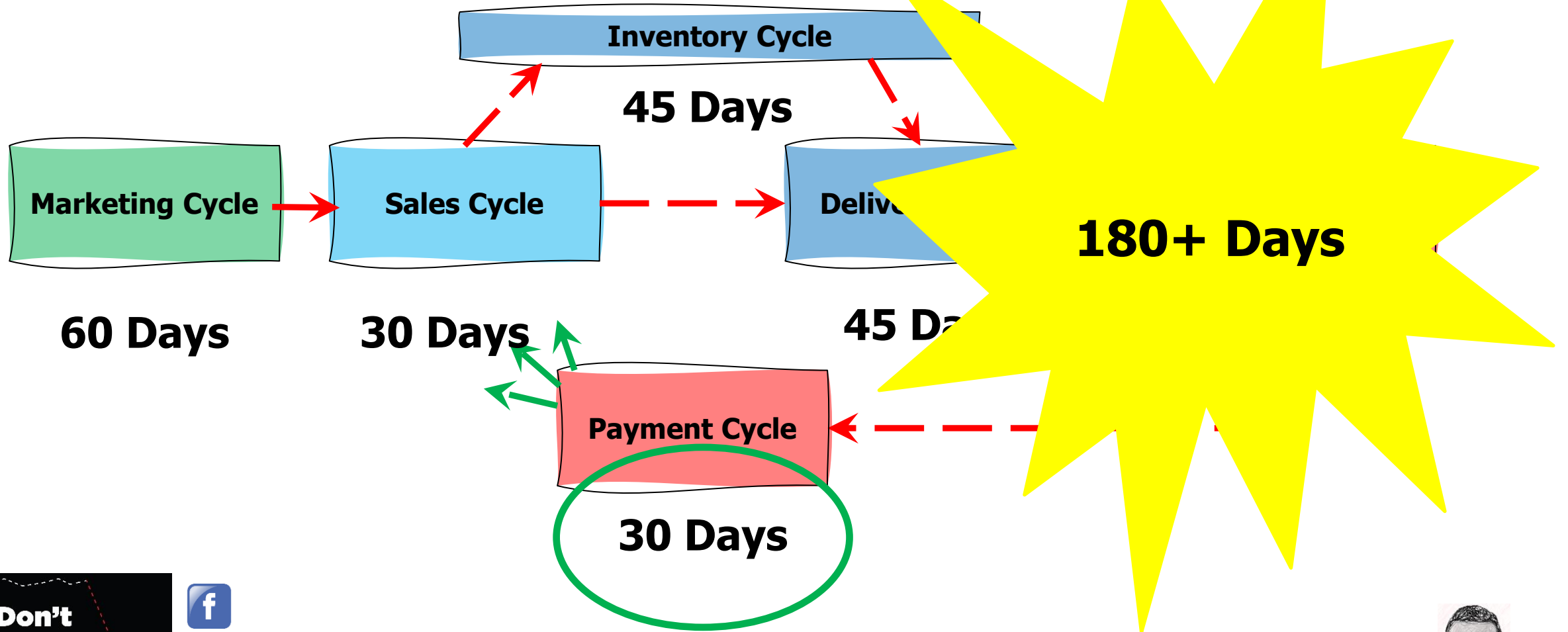


Once Invoiced, How long are your Average Debtor Days?



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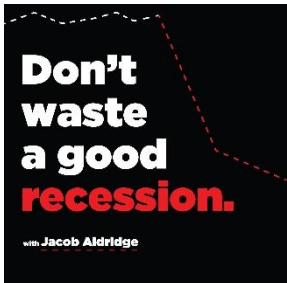
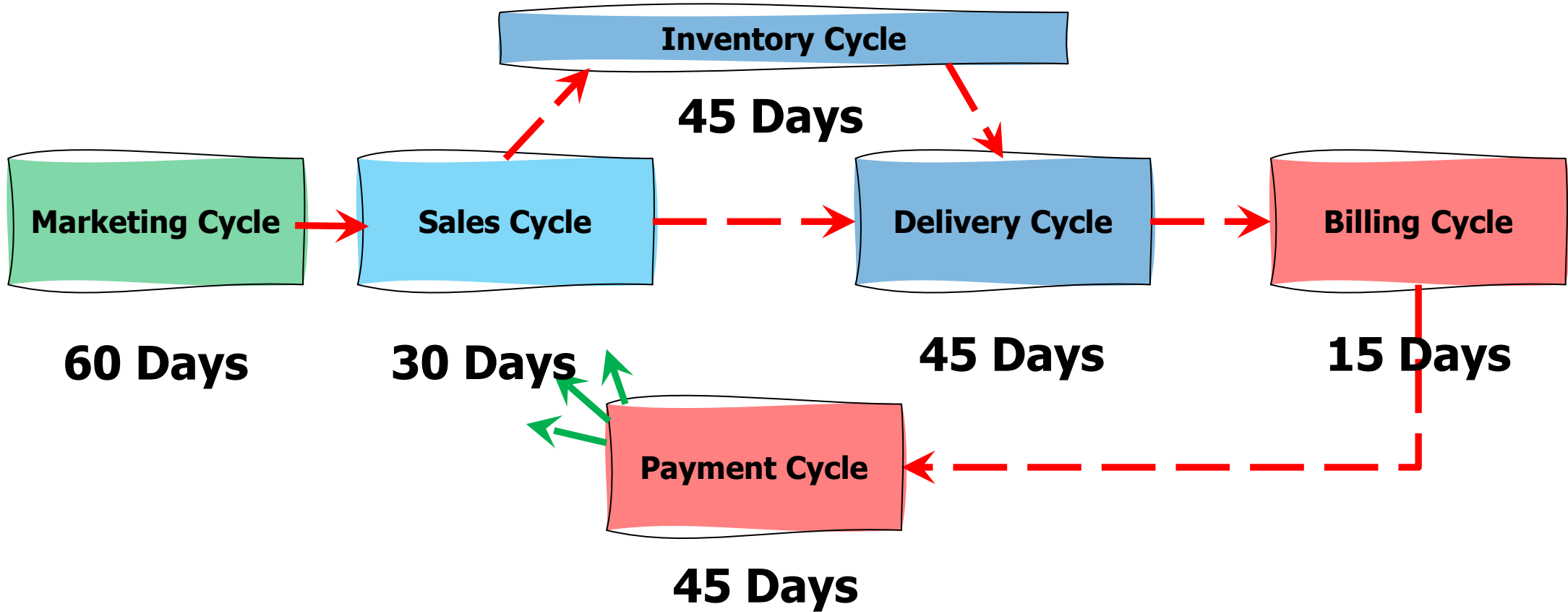
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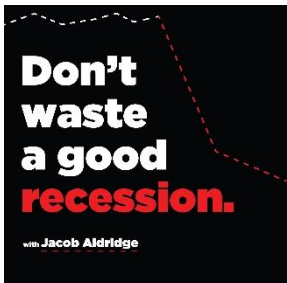
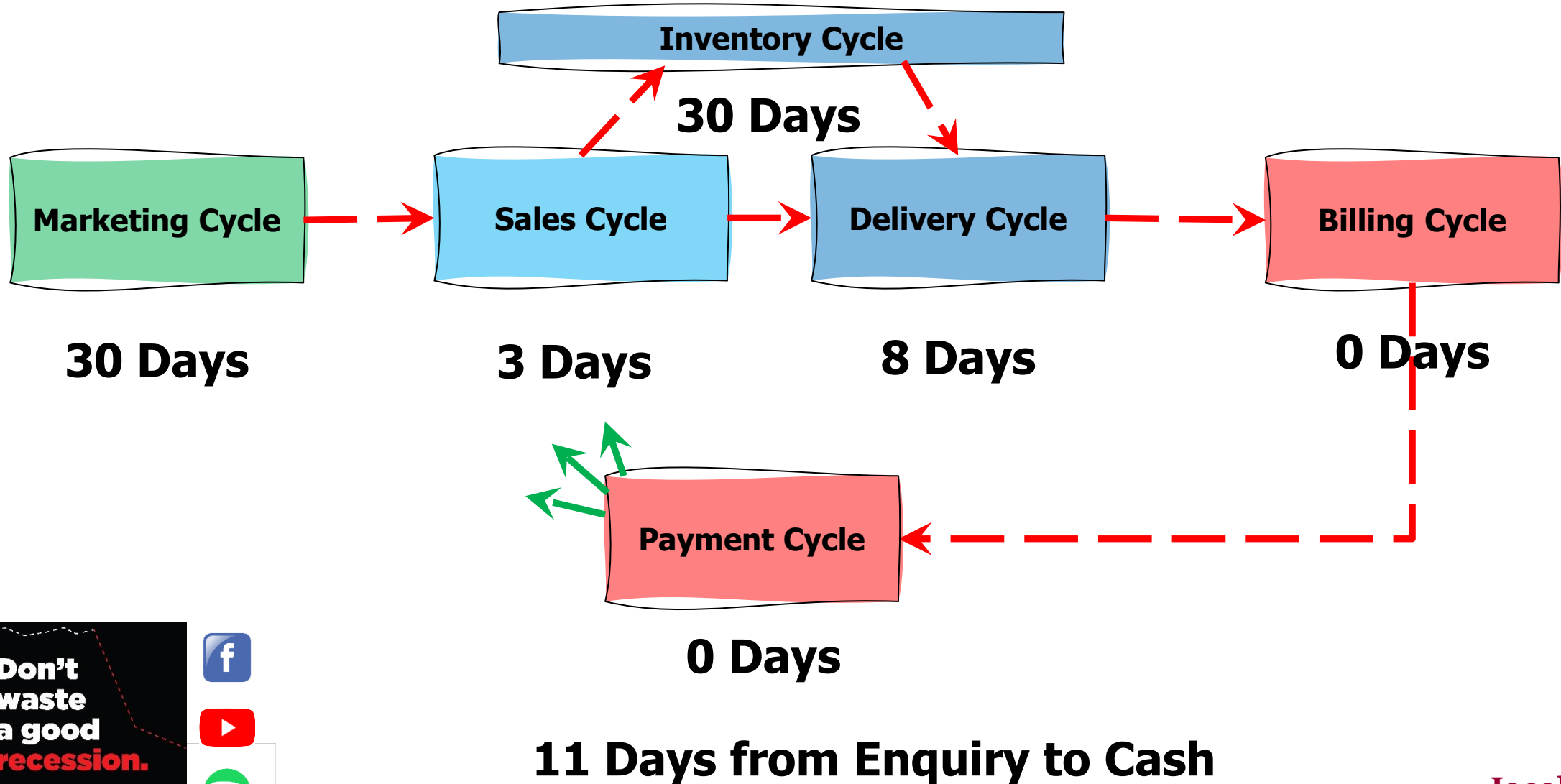


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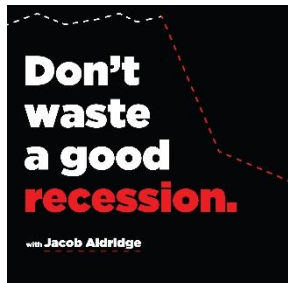
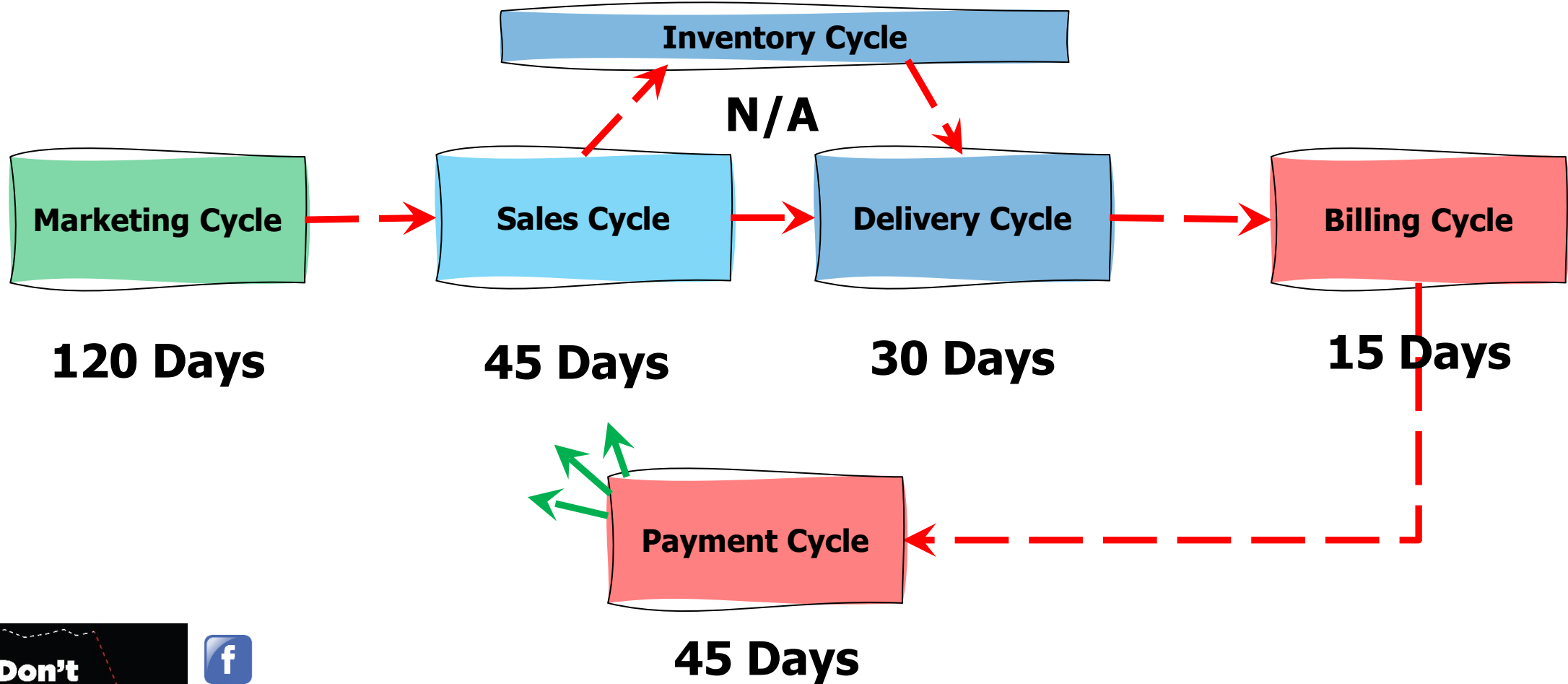


Your Cash Flow Cycles – COD Trade Business



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Your Cash Flow Cycles – Professional Services

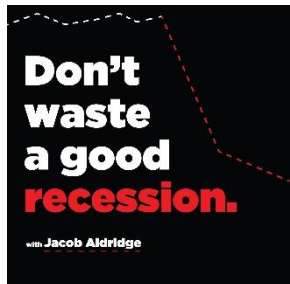
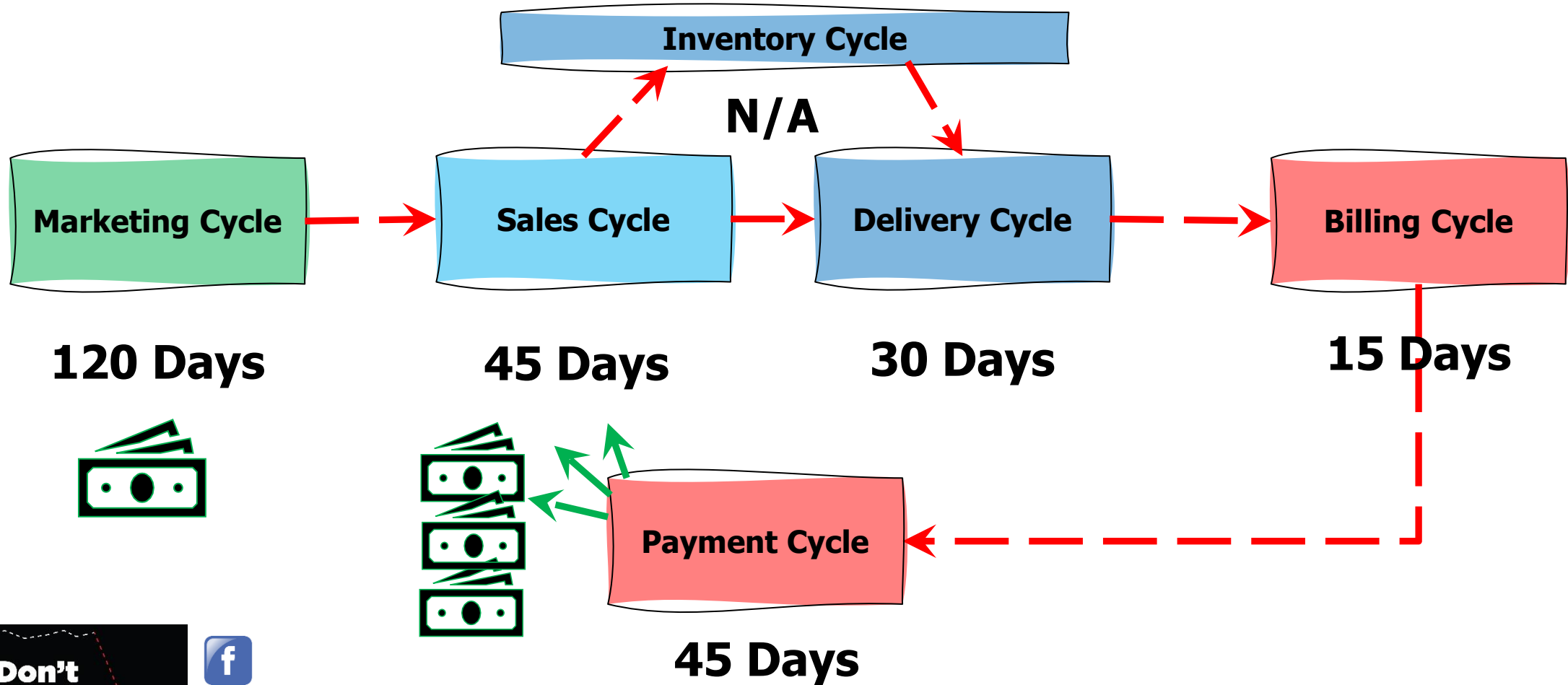


255 Days from Marketing Event to Cash!



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Your Cash Flow Cycles – Professional Services

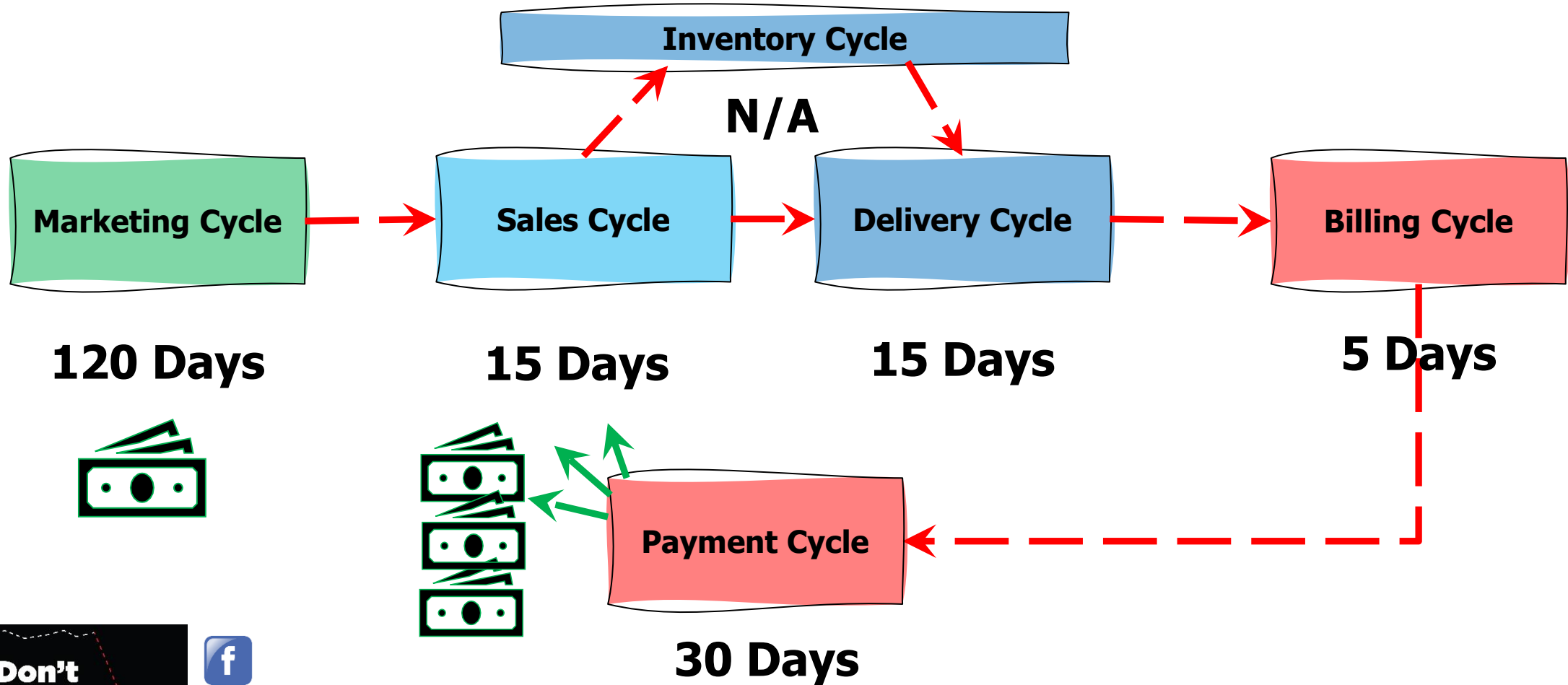


Turnover Cash 1.4 times per annum

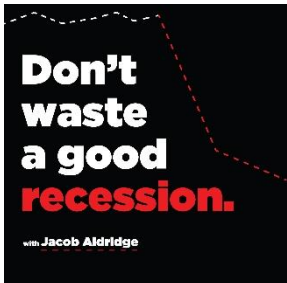


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Your Cash Flow Cycles – Professional Services

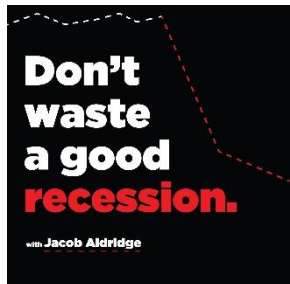
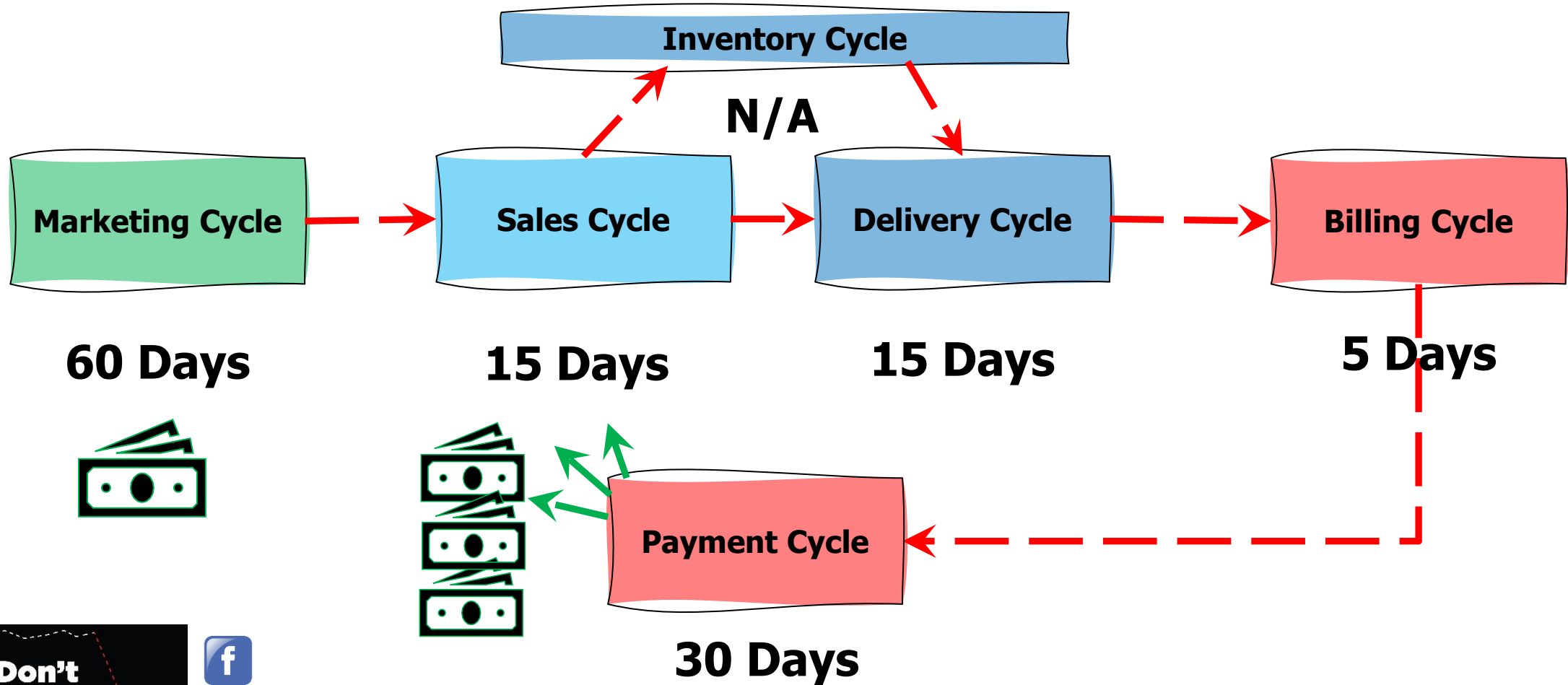


Turnover Cash 2 times per annum

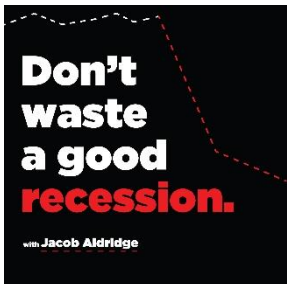
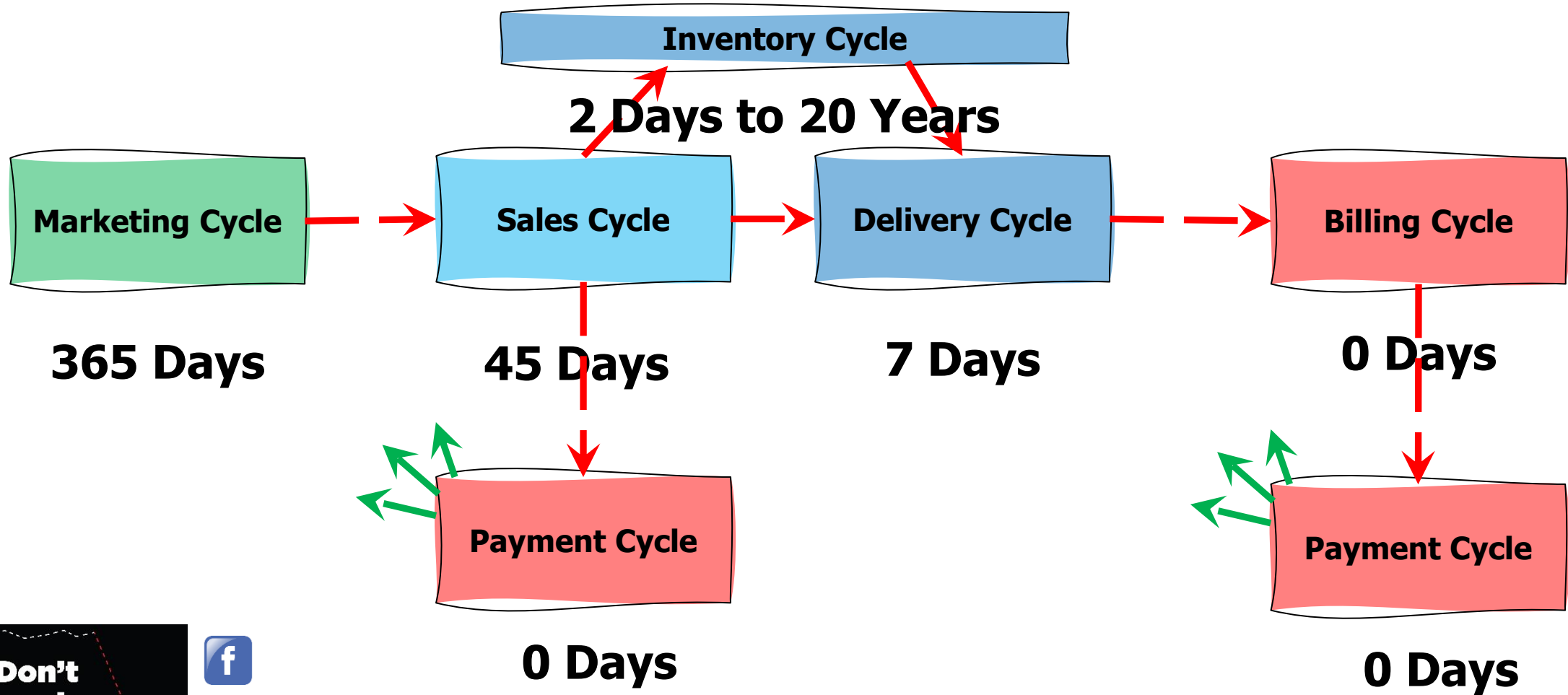


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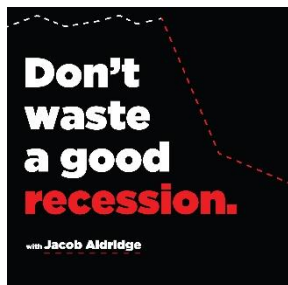
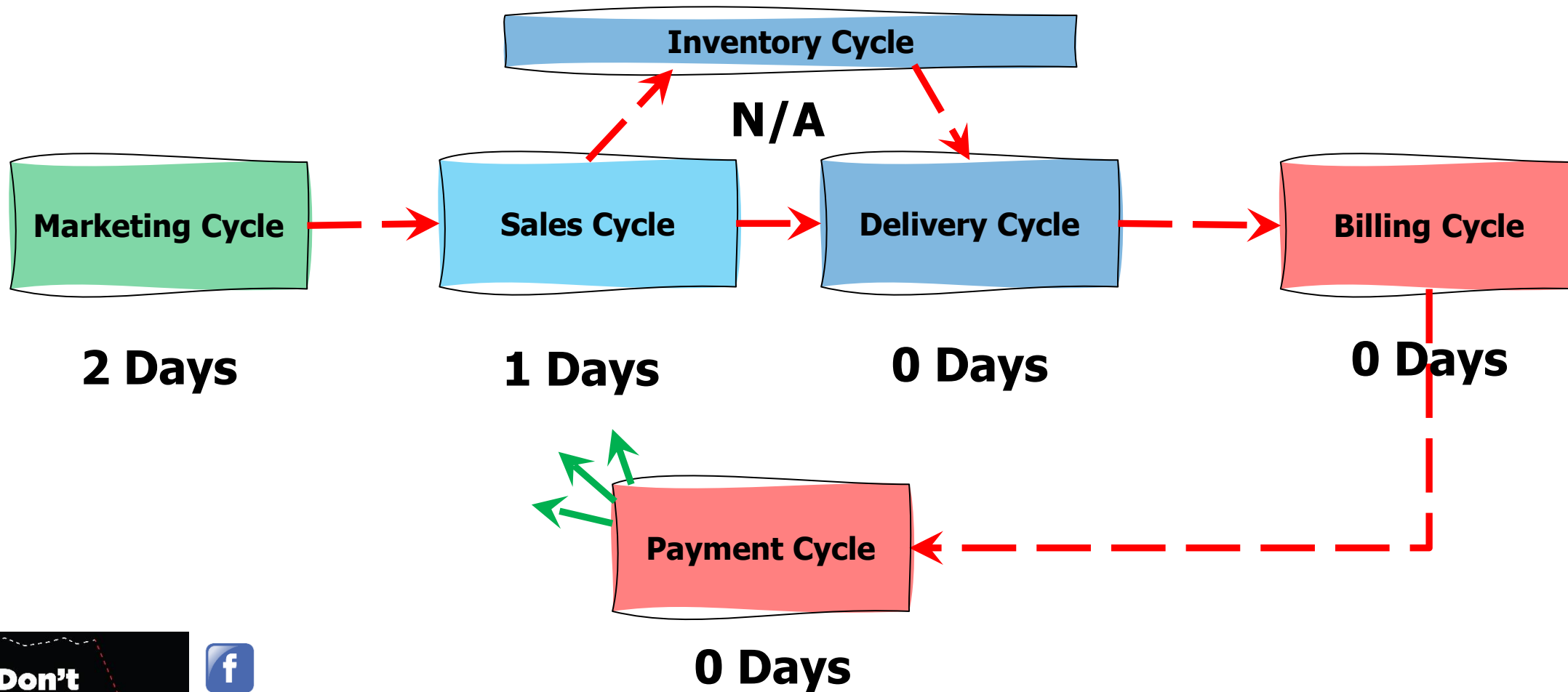
Your Cash Flow Cycles – Professional Services



Your Cash Flow Cycles – Holiday Resort



Your Cash Flow Cycles – SaaS



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