

# Worksheet

## *The Edge Team Training*

### *Module 12 – Session 1*

## The One Big Dial

### **EXERCISE 1. Finding the One Big Dial:**

Ask: “If we could improve any single aspect of our business by 50%, which improvement would have the biggest impact on our bottom line?”

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### **EXERCISE 2. Track Your Time:**

Track where you spend time versus what drives revenue. Often, the biggest opportunity is where you spend the least strategic attention.

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**EXERCISE 3. The Customer Economics Review:**

Calculate (or similar economics for your business)

- Customer acquisition cost
- Average transaction value
- Purchase frequency
- Customer lifetime value
- Gross margin per transaction

The biggest lever is usually where small improvements create disproportionate impact.

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