

Why Vector Accountants?

A vector is a number *AND* a direction.

A typical firm of financial accountants will tell you how much profit (or loss) you made.

They usually won't volunteer advice on how you can earn more, or turnaround that loss.

They calculate the numbers.

On their own your numbers are of limited value. They are historical. Like trying to drive a car by looking in the rear view mirror.

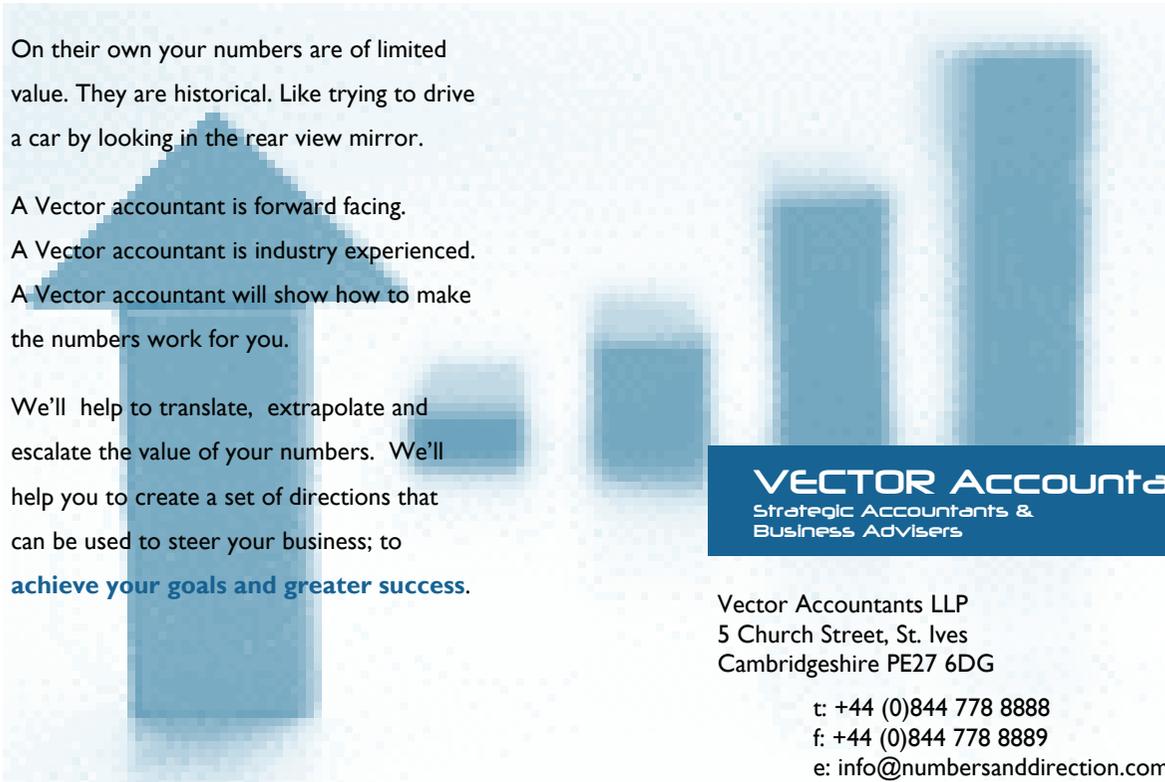
A Vector accountant is forward facing.

A Vector accountant is industry experienced.

A Vector accountant will show how to make the numbers work for you.

We'll help to translate, extrapolate and escalate the value of your numbers. We'll help you to create a set of directions that can be used to steer your business; to

achieve your goals and greater success.



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VECTOR Accountants
Strategic Accountants &
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The Vector System™

In **mathematics** a vector is defined as a *number* together with a *direction*, and in **biology** as an *organism* that in itself doesn't cause disease but which spreads *infection* from one host to another.

The **Vector System™** is a proven methodology for delivering business improvements. A simple yet effective structure for determining and documenting where the business is headed, and what it has to do to get there.

Your Vector carries your **numbers** (targets, forecasts and results), together with your **direction** (vision, commitments, objectives and action plans), and it should be used to **transmit and infect** all your stakeholders



Do you really know what direction you are headed?

(your team, shareholders and financiers) with your passion, systems and culture.

If you are **interested in moving your business forward** please call Vector Accountants today on 0844 778 8888 for a free, confidential chat about how your numbers can work for you. You can even keep your existing firm of accountants if you choose!

Vision - write down your vision and your mission so it can be shared; determine what your business will look like in one, three and five years time.



How do you translate your numbers into a set of actions?

Excellence - commit your values, systems and your culture to paper, and share these with your team. Make sure things are done exactly as you would want them; correctly, efficiently, systematically and consistently.

Commitments - from vision and excellence now define exactly what you are committed to achieving in the next time period; your objectives, targets, forecasts and your KPI's (the key performance indicators you will use to measure progress against expectations).

Tasklines - the action plan for how to achieve the targets and objectives you're committed to, including the person responsible, and the date by which it will be achieved. Review, revise and update regularly. Celebrate success and highlight non-conformity.

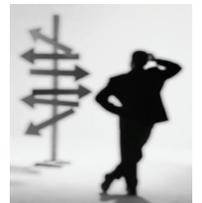
Opportunities - analysis of how much more profitable and valuable your business could be, and the improvement plan setting out exactly what you are doing to realise that value. This is the operations improvement and business development section.

Results - this section contains your results - how well you are actually performing each month in the key areas of your business. This information provides data for the variance analysis and feeds back into the commitment and tasklines sections.

The Business Challenge

Most business owners complain that their problems and challenges are caused **either** by high costs, insufficient sales, or too little cash.

When we explored this in more detail we found that in many cases these problems were interconnected, and that management simply didn't know which was the root cause.



What experience does your accountant have of practical business challenges?

We created the **Vector System™** as a simple tool for helping managers to better understand their business, with the exclusive objective of **improving control** to facilitate and **deliver success**.

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