RAMP UP GROWTH ADVISORS · EXECUTIVE SUMMARY

From Reactive to Resilient

The One-Page Version of the Cash Flow & Operational Efficiency Playbook

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> Profitable and out of cash are not contradictions — they're two different scoreboards, and most leadership teams only watch one. Cash flow isn't an accounting problem; it's a leadership discipline. This page is the fast version of the full playbook: the master metric, the operating framework, and the 90-day plan to put it into practice.

THE MASTER METRIC — CASH CONVERSION CYCLE

Days Inventory Outstanding + Days Sales Outstanding − Days Payable Outstanding

The CASH Framework, At a Glance

C Capture Visibility
Run a 13-week rolling cash forecast, refreshed every Friday by one accountable owner.

A Accelerate Conversion
Tighten credit terms, automate invoicing, and treat DSO as a KPI reviewed every leadership meeting.

S Steer Deployment
Sequence payables deliberately and negotiate terms that reflect your actual leverage.

H Harden the Buffer
Model best/base/stress cases quarterly and size reserves to your real volatility.

The 30-60-90 Day Plan

Days 1–30
- Build a first-pass 13-week forecast
- Assign a single accountable owner
- Baseline your Cash Conversion Cycle

Days 31–60
- Set and track a DSO target
- Automate invoicing & reminders
- Review top-10 supplier payment terms

Days 61–90
- Build best/base/stress scenarios
- Run your first quarterly stress test
- Document the cadence so it outlasts any one person

"Cash flow shouldn't be a source of anxiety. It should be a source of control."