



## Questions & Answers with Leo Pound

**Q: Describe yourself in five words.**

*A: Strategic, Confident, Experienced, Practical and Generous*

**Q: As a consultant, how do you create value for the company you are working with?**

*A: I create value by using available data in the business to chart new and repeatable solutions that yield profitability and sustainable cash flow. I typically am able to find areas where a company can save money in the short-term. Relying on my skills as a Certified Public Accountant, I am able to do a quick audit of expenses, receivables and payables. I often pay for my fees many times over, just in the amount of savings I am able to find during my assessment and ...*

**Q: How do you turn challenge into opportunity?**

*A: By understanding how challenges arise, to look beyond the obvious, to see the path that went wrong and change course decisively. I look forward to creating opportunity for each business that I work with. It is exciting to explore new ways in which a company can increase revenue, improve cash flow, reduce expenses, improve management, make operations run more effectively...*

**Q: What has been your greatest professional challenge?**

*A: My greatest challenge has been to accept, that despite my skills and experience, some companies and owners do not want to accept changes necessary to succeed. That is difficult to accept - knowing that I can change their situation for the better, but am not allowed to do my job.*



**Q: Do you have an overall business philosophy?**

*A: Simple. I believe in strong, well thought out decisions that result in superior performance with associated cash flow. I believe in providing value.*

**Q: Are your goals the same for each company you work with?**

*A: Not necessarily. Each goal is shaped based on client's long-term and short-term goals. My goals would be very different for a company that is having financial trouble versus a company that is experiencing rapid growth. Each situation is evaluated using provided data, management team discussions and owner's/shareholder's objectives.*

**Q: What advice would you give to struggling business owners?**

*A: My advice would be to take a night off, rest and come back to the table refreshed. Take a look at your business as if it's the first time you have looked at it. Consider new angles. Consider new solutions. Be willing to accept that what you did yesterday did not work. Be open to change.*