The Discovery

DIAGNOSTIC ASSESSMENT

The Discovery is not a report. It's an empowerment exercise.

The Discovery is a structured, on-site examination of how your business actually runs. Our analysts go into the books, the org chart, the floor, and the conversations your team has when you are not in the room, then quantify what those findings cost you and walk you through how to capitalize on the opportunities.

2 to 5 Days ON-SITE, SCOPED IN ADVANCE

THE SIX PHASES

Scheduled around your operations

1 Your Reality

APPROXIMATELY 2 HOURS · EQUITY OWNERS

The opening conference. We examine existing conditions, company history, client relationships, and recurring problems, then introduce problem costing.

2 Your Key Players

One-on-one interviews with leadership, managers, and key personnel using position-specific questions, with responses recorded.

3 Your Operations

We follow how work gets completed, from quoting through collection, and observe critical meetings and field operations firsthand.

4 Your People

An anonymous survey captures candid feedback on culture, communication, and leadership. We identify patterns, not individual complaints.

5 Your Numbers

We analyze four or more years of financial data, rebuild your key indicators, and measure the company against its own history and industry standards.

6 Your Roadmap

2 TO 3 HOURS · ALL EQUITY OWNERS

We present quantified opportunities, root cause analysis, and a prioritized action plan to every equity owner at the same time.

FOUR PILLARS OF PROFIT PLATFORM®

- **Sales.** Business development
- **People.** Organizational engineering
- **Measurement.** Control systems and KPIs
- **Operations.** Process management

Every finding and every recommendation in your Discovery ties back to one of these four pillars.

WHAT YOU RECEIVE

- A full financial review with your key indicators rebuilt
- Documented problem cost detail and a comprehensive synopsis of findings
- Stakeholder interview summaries with the patterns they reveal
- Anonymous employee feedback themes across every level
- Objective input on difficult decisions
- Identified areas of opportunity
- An indication of value
- An actionable, prioritized plan you can execute immediately

Who conducts it. Cogent Analytics analysts are experienced operators, not career advisers. Every one of them has signed the front of a paycheck, so the questions they ask and the recommendations they make come from having run a business, not from having read about one.

“We learned more about our business in 2 days than we had in 20 years.”

Austin Koonce, Vice President, Rigid Building Group

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