



## STRATEGIC FOLLOW THROUGH

THE EDEN GROUP

### Protection against “Red Flags”...

Strategic Follow Through prevents unexpected financial losses by proactively removing potential sabotaging elements. Protection from these elements “red flags” is the key to ensuring company profitability.

The Eden Group teaches Chief Executives how to identify the red flags throughout the 9 Step Corporate Growth Cycle, and how to protect desirable outcomes by proactive discernment and planning:

- **Recognizing that those accountable for a successful and profitable outcome may lack drive, objectivity, authority, experience, or ability to execute and follow through;**
- **Identifying areas where lack of action, responsibility or due diligence are curtailing growth;**
- **Looking for judgment errors concerning capital requirements and sales targets, or the capabilities of those in key accountable positions.**

During the planning process, the Eden Group recommends that a “Chief Executive Follow Through Officer” position be created, and will act as interim Officer until that occurs. The Group will provide its outside objectivity and strategies for preventative

maintenance to ensure that the company is able and capable of producing a return on investment.

The Eden Group has documented dozens of cases where Strategic Follow Through is an effective tool for tracking true corporate profitability and individual accountability.