



Company Makeover for Massive Profits

Finding the Right Root Cause of Problems to Implement the Right Solutions

Why This Book Is Critical To Your Company to Reach Peak Financial Performance

Many companies have been around for a long time. Some have outperformed others. Why? What is the difference between those companies that are doing well and those that are not? Leadership and strategy certainly play a role, but what is equally important is the system and infrastructure of the company. The right system impacts all stakeholders -- shareholders, employees, suppliers, customers, etc.

The right system can help a company reach its optimal financial performance.

Whether a company is already profitable but wants to do better or is losing money and wants to get out of the red, the objective is to increase profits significantly. I use the term *profit optimization* and *turnaround* interchangeably. The process and systems I am about to share will help you increase your company's profits MASSIVELY.

How I Discovered the “System”

For the past 30 years, I have worked with many CEOs and business owners, my specialization has been as CFO – and - Profit Optimization, and Company Turnaround Specialist. I have helped many hundreds of million-dollar companies across multiple industries grow its revenue, increase profit, and lead successful company turnarounds.

Results previously seen include increasing company profits by 3,000% over a few years and increasing profit by \$30 million in a single year.

One company laid off 25% of its employees before I joined, in an attempt to improve the bottom line. They hoped they could pay off the debt by reducing labor costs. How much additional profit was generated by boosting its increased revenue of \$63 million per year? Close to nothing.

They needed more loans, acquired more debt. One-time cost-savings solutions do not work.

You need a system that continuously and exponentially reduces costs.

This was when I developed the HRS system.

The HRS system will help you get results faster, without spending years taking out more loans as the company generates little to no profits or even posts losses.

My HRS System

1. Take a **Helicopter** overview(H)
2. Determine the **Root Cause** Problems (R)
3. Implement **Solutions** (S)

How Do HRS Systems Work?

Step 1: Take a Helicopter Overview(H)

What do you usually see when you ride a helicopter and take a view from above? You will see the entire landscape -- the sea, mountain, beach, islands, land, etc. You don't see all the details, such as the beauty of a house, the interior of a building, the beauty of a waterfall, but you can see clearly whether there are deserts, mountains, sea, islands. You see the *big picture* and get a better understanding of what is missing and what is available.

It's the same with our process here. We start with a helicopter overview to see the overall picture of the company so we can view the company holistically, the interaction between the units, what works well, and what needs to be improved. This helicopter overview will help you find and determine the root cause problems and help drive you toward a solution to the issues holding your company back so that you can reach peak financial performance.

You need to look at the company several layers deep to utterly understand how to create massive savings and profits (not creating surface-level solutions).

As each company's situation is different, we need to understand the business holistically and get

the big picture. After we understand the company's operation, we determine the root cause problem. This phase is important for determining the RIGHT root cause problems to enable us to provide the RIGHT solution to Optimize your company's profits.

There are seven universal themes in the helicopter overview. You can add more if you think it will be helpful. Each company has its own particular needs, but these seven universal themes should give you a guide to find where your root cause problem(s) to improve your company's financial performance.

1. Financial statement
2. Organizational structure
3. Personnel
4. Operation
5. Money flow
6. Company culture
7. Sales and marketing

I discuss each of the universal themes in the **book Company Makeover for Massive Profits**.

Even when you are a CEO or a business owner, you need to take a helicopter overview with fresh eyes to help you find the root cause problems.

Why? This ensures long-lasting profits in your company, not merely a one-time success. That way, you can utterly understand how organizations affect each other, productivity, and profitability.

What Most People Do Wrong

- Search for surface level cost savings.
- Look at the biggest dollar value on the income statement and focus on improving that item.
- Only look for individual item savings.
- Look for "quick wins" that will yield immediate cost savings (but in reality, have a minimal impact).

Step 2: Determine the Root Cause Problems (R)

Understand where the internal money leaks, cost inefficiencies, and other root cause problems are and handle them differently (and put more capital back in your pockets) with your big picture findings.

We need to find what the root cause problems are so that we can derive the right solution for the company to reach peak performance. Why? Finding the underlying issues will create solutions that yield massive savings year after year.

Only focusing on one-time savings reduces the effectiveness of your operations overall.

What most companies do wrong:

- Lay off employees,
- Look into only reducing individual items, and
- Hope to use an economy of scale to reduce unit cost.

Just like any successful doctor/patient relationship, turning things around in your company starts with a proper diagnosis. Without this, you may apply the wrong treatment. If you misdiagnose and apply the wrong treatment to your company, the problem will continue, and the company might die.

Step 3: Implement Solutions (S)

Why is this step important?

Implement proven approaches to create a system that is so efficient that we can minimize opportunities for temptation.

- Systems that embed internal controls in day-to-day operations.
- Systems that work coherently and efficiently to achieve the company's goal of achieving more profits.
- Systems that provide integrated solutions to the root cause problems.

The problem...

Solutions normally implemented only save the company money for a year and do not ensure long-lasting success.

What most companies do:

- Take out additional loans from banks and ask shareholders for additional funding.
- Spend millions on consultants to yield minimal cost savings that strain the company.
- Rely on periodic checking that often fails long term instead of implementing proven systems.

Let's recap.

The three steps to increase company profits:

#1 – H

#2 – R

#3 – S

Diagnosing and determining root cause problems requires time and expertise. In many cases, CEOs don't have the time to look at the company as a whole and go multiple layers deep into the organization. Usually, the root cause problems are too substantial to deal with internally; even C-

suite executive isn't skilled enough to address them adequately. It would help if you had an effective outside consultant to guide you through the process.

Sometimes it's good to have a consultant or facilitator with a background in finance and business management; they don't have to be in your industry, but they should understand the business well. However, be aware they don't just focus on the surface level problems. It can be particularly helpful to have people who have gone through the process and done it, having "seen a thing or two."

Have Patience, Give It Time, Invest a Little

I know you want to fix everything quickly. If you work through the HRS system, as discussed in the **book Company Makeover for Massive Profits**, you will soon start to see progress. Some things will, indeed, be fast and easy to handle. However, don't think that this process is a quick fix or a magic bullet. It's not, and it may take some money to help you get through everything. But it doesn't have to be a lot.

Most of the solutions I present in this book are reasonably economical. Some may cost a bit more, but the investment will be worth it. Just understand that curing the root cause of the problems is not something you can solve simply by throwing money at it.

Time to Start

Now that I've set the stage for you, it's time to get started with diagnosing and curing your company's root cause problems.

Don't worry. Getting started is easy. It's the easiest thing you'll do on the journey, and probably the easiest thing you will do today.

All you have to do is read the **book Company Makeover for Massive Profits** and jump right in.

This book will help C-suite executives, business owners, entrepreneurs, and business people optimize their company profits, turn around flagging companies, build a legacy, and increase shareholder value, all without making you feel overwhelmed, stressed, and frustrated. This system will help you improve your company profits MASSIVELY.

This book will guide you on how to diagnose your company by finding the root cause of the problems, not just on the surface, but deep within it. It will also provide you with a cure by giving solutions to these problems. Finding the right root cause problems will help you implement the right solution.

The book **Company Makeover for Massive Profits by Ronawati Wongso** can be purchased at Amazon: <https://amzn.to/3oLCoj4> Print and eBook available

Google Play Books: <http://bit.ly/company-makeover-english-googlebook> eBook only

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ABOUT THE AUTHOR



RONAWATI WONGSO is CEO and founder of Rantai Breakthrough Consulting, a business consultant specializing in profit optimization and company turnaround. She has thirty years of business experience as a leader and consultant and twenty years as CFO in various industries. She helps increase company profits massively, optimize profits and turnaround companies.

Rona leads to change and transforms businesses by understanding the business, finding the root cause problems, and implementing the right solutions. Rona received her Bachelor of Science in business administration, cum laude, from The University of Southern California, Los Angeles, and her Master of Business Administration from the University of Texas, Austin. She is a CFA charterholder. She lives in Indonesia.

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The book **Company Makeover for Massive Profits by Ronawati Wongso** can be purchased at Amazon: <https://amzn.to/3oLCoj4> Print and eBook available

Google Play Books: <http://bit.ly/company-makeover-english-googlebook> eBook only

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WHAT OTHERS SAY

A contemporary reference to good managerial code of conduct in business enterprises; it will provoke awareness in how we adapt to the current business challenges.

Ignasius Jonan
Member of Indonesian Cabinet
2014-2019

Very detailed and useful book!

The result of Ronawati Wongso's learning, practical experience, and reflection of 30 years in business is impressive!

PROFIT is not only by increasing sales, but there are 7 important areas for PROFIT.

Buy, read, reflect, and act based on the contents of this Book. Important!

Tung Desem Waringin
Author of MURI record bestseller books *Financial Revolution*, *Marketing Revolution*, *Life Revolution*, and *Work Less Earn More*.

I am glad to see her sharing her experience in increasing profits massively in a very concise, easy to understand, and practical book so people can learn.

Rona has developed an HRS system that helps improve company performance with the best solution in a short time so that the company is profitable.

Take action and get benefit from it.

Hermanto Tanoko
CEO TANCORP

The book **Company Makeover for Massive Profits by Ronawati Wongso** can be purchased at Amazon: <https://amzn.to/3oLCoj4> Print and eBook available

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