

A photograph of two men in a meeting. The man on the left is wearing a colorful striped sweater and glasses, looking at a laptop. The man on the right is wearing a blue button-down shirt and is looking at the same laptop. They are both focused on the work. The background is a blurred office setting with a whiteboard.

MAP METHODOLOGY™

Discover how MAP can help you to grow a
more predictable & profitable agency

MAP.

MAP.

Grow a more predictable & profitable agency

Growing a digital marketing agency is tough. We start out building a business around our passion, wanting to deliver great projects to our clients, but as we get more clients and our team grows, the pressures can mount. Clients become more demanding, the efficiencies of our team reduce, deadlines loom and profit margins are squeezed. We had to make the shift from branding to budgeting; from content planning to capacity planning, because at the end of the day, your agency is built for one reason, to make money. However, in order to make money, you need the correct financial systems, processes and people to make that happen. And that's what we do. We help you to build a more predictable and profitable agency by bringing the required financial rigor to your agency, so you and your team can focus on your passion. And this is how we do it...

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predictable

[pri-dik-tuh-buh l]

adjective

Able to be foretold or declared in advance: expected, especially on the basis of previous or known behaviour.

#1 Mapping

Get clarity on what success means for you and then create the plan to get you there.

#2 Foundations

Systemise the collection and processing of your financial information.

#3 Reporting & Forecasting

Report on past and expected future performance against the plan.

#4 Co-Driver

Get support and accountability from a trusted source to navigate through the bumps in the road.

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The MAP Methodology™

MAP was born out of a deep frustration, after seeing a lot of accountancy firms providing low value services to any business and having little or no impact on the clients they serve.

But digital marketing agencies aren't just 'any business'. They have nuances and ways of working which make them unique and require a different approach.

As we ONLY work with digital marketing agencies, over the years we have developed a unique approach to implementing the full finance function into their business that actually moves the needle.

We call this our MAP Methodology™ which is broken up into Mapping, Foundation Building, Reporting and Co-Driving which enables our clients to:

- Have total visibility of exactly where they are financially
- Clearly understand all of the factors which contribute to their financial success
- Ensure they are fully compliant
- Implement the most efficient systems & technology to reduce any wastage
- Set a robust plan to ensure you're achieving your business & personal goals
- To be given the support, accountability and guidance you need to achieve those goals

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“Strategic insight has become THE thing that separates MAP from everybody else.

Christopher Charlton-Killen, Managing Director at Human Software

“MAP represented an opportunity to do something much more proactive in terms of our numbers. The biggest reservation I had was the significant change it would make in our investment but we gained some important benefits. The most unexpected one, is that they’re quite a hub and a connector. We’ve taken business support, we’ve struck up new relationships, we’ve sorted out our R&D tax credits and the strategic insight MAP has had with the analytical eye on our decision-making processes has become THE thing that separates MAP from everybody else.”



#1 Mapping

Before you can take a single step towards achieving your business goals, you need to know exactly where you are in your business right now, everything that is contributing to your current location and the required actions that are going to move you closer towards those goals. It's amazing how simply understanding exactly where you are can help you to get you to where you want to be. We call this phase Mapping, which will help you to map-out and improve your:

- Personal goals
- Business goals
- Financial position
- Services and their profitability
- Team and their efficiencies
- Financial systems and where the bottlenecks and cracks are

MAP.

Mapping Explained

We will show you exactly where you are in your business right now, everything that is contributing to your current location and the required actions that are going to move you closer towards your goals.

PERSONAL GOALS

Gain clarity over why you're doing what you're doing with short term and long term goal setting for you and your family.

- Long Term Goals
- Short Term Goals
- Life Events
- Perfect Week, Month & Year

BUSINESS GOALS

Define exactly where you want to be in your business:

- Ultimately
- In 3 years
- In 1 year and
- In 90 days time

And agree the numbers at those dates for:

- Turnover
- Gross Profit
- Net Profit
- Retained Earnings
- Cash
- Business Valuation

CURRENT POSITION

Understand exactly where you are now so you can ultimately get to where you want to be. We will help you to map-out, challenge and ultimately optimise the following:

Profit Mapping

How much profit did the business generate in the last:

- 3 years
- 1 year
- 90 days

Cash Mapping

How much cash did the business generate in the last:

- 3 years
- 1 year
- 90 days

Client Mapping

- Who are they? What % of total revenue do your top 5 clients account for? Billable payroll % on each account?
- What's an ideal client for you?
- How do you categorise your clients?
- How much of your staff are used on your biggest accounts?
- How much of your time is used on your biggest accounts?
- How much of your energy is used on your biggest accounts?

Service Mapping

- What services can you actually provide to a high standard with the resources you have?
- How are those services priced?
- What do you charge for them?
- What is a typical project?
- What is a typical retainer?

Team Mapping

Build, update and review the Organisational Chart for Roles, People & Revenue Capacity for each Fee Earner. What profit has each team delivered in the last:

- 3 years
- 1 year
- 90 days

System Mapping

Map out and optimise the key financial systems which contribute to your cashflow in terms of:

- Show Interest to Proposal Produced
- Pitching to Proposal Produced
- Proposal Produced to Signed-Up
- Invoice Raised to Payment Received
- Milestone Completed to Invoiced
- Signed Up to Project Milestones Completed

#2 Foundations

The foundations of your finance function is a blend of process, technology and finance professionals. This is expertly designed to gather data, make sense of it and build the platform from which to make the decisions that improve and grow the business.

Built correctly, it ensures that all the financial data flowing through your agency is collated with the most efficient processes that have the least drain on your time - all centred around your Xero accounting package.

We then install a seamless compliance system into your agency to ensure you not only meet your legal statutory requirements, but that you also have full visibility of the system, understand exactly how it works and how you and your team fit in with that system.



Foundations Explained

Gather data, make sense of it and build the platform from which to make the decisions that improve and grow the business.

DATA COLLECTION SYSTEM

Ensure that all the financial data flowing through your agency is collated with the most efficient processes that have the least drain on your time - all centred around your Xero accounting package. This is at the core of your agency's finance function and consists of:

Receipt Bank

Capture all of the supplier invoices that have been billed to your business

Xero Touch

Capture expenses that have been incurred by your staff

Collection Processes

Collect all of the financial records that are required for us to get to work on your numbers

Data Interrogation

Ask the various members of your team to explain the financial transactions that are not clear

Documented Accounting Processes

Ensure consistency across the business and to take away the reliance on individuals

Training and Managing

We'll train and manage key individuals fundamental to the process and work with your team to train them on key financial processes

COMPLIANCE SYSTEM

Install a seamless compliance system into your agency to ensure you not only meet your legal statutory requirements, but that you also have full visibility of the system, understand exactly how it works and how you and your team fit in with that system. It comprises of your:

Payroll System

Create a reliable process for gathering payroll information and paying staff, and their pensions, accurately and on time.

VAT System

Accurately tracking the VAT from your financial transactions and preparing your returns to file on time. We'll estimate your VAT liability at the end of the quarter and finalise within 21 days giving you time to plan your payment.

Annual Accounts System

Preparing the Annual Financial Report, analysing the trends over prior years, providing an assessment of the performance against industry benchmarks, and filing with Companies House and HMRC

Corporation Tax System

alongside the Annual Accounts we'll prepare and submit your company tax return, liaising with R&D partners to ensure you're making full use of tax credits available. This will all be completed within 3 months of your company year end, giving you 6 months to plan for your tax payment.

Director's Tax System

Reliable and timely preparation of the company Directors' personal tax returns, explaining the contents of the tax return and advising of all payments due. Quarterly updates throughout the year on estimated tax liability.

P11d System

Gathering of data relating to benefits and expenses paid to, or on behalf of employees. Preparing and submitting the annual P11d report to HMRC.



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“A Significant Impact On The Overall Performance Of This Business”

Stuart Brown, Director at Magnetic North

“We use MAP as the outsourced finance function for Magnetic North. In addition to our standard accountancy services, we get a narrative which allows us to understand those numbers and helps point us in the direction of what we’re able to do better. That has had a significant impact on the overall performance of this business, because it’s meant that the time it takes to get the clarity of detail financially, needed to make a decision has absolutely truncated, which means that it’s not the distraction it once was.”

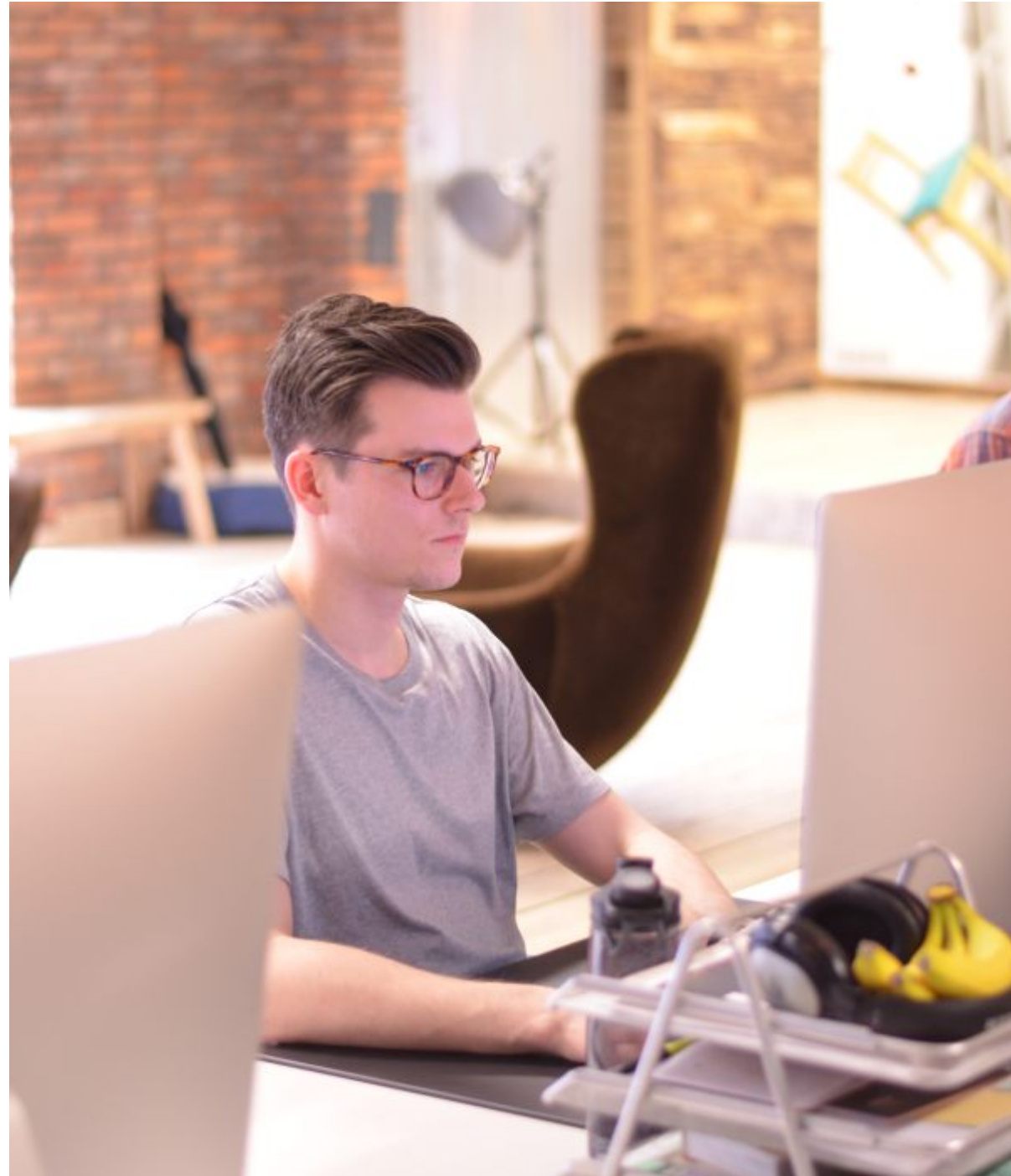
#3 Reporting & Forecasting

Our Reporting & Forecasting will help you to achieve clarity and predictability about your future financial results and see what needs to happen to achieve them.

For this we focus on Financial Modelling which includes Budgeting, Financial Forecasting, P&L, Balance Sheet & Cash Flow, compared to budget and most importantly, holding you and your team accountable for actions agreed to increase revenue, efficiency or control costs and keep everything on track with your budget.

Through our Dashboards you will have full live visibility of the metrics that are going to keep you on track towards your goals and ensure you're making measurable progress in reasonable time.

Our Monthly Management Accounts delivered via a report and video analysis will allow us to report on progress against the plan and adjust targets to ensure you remain on track to achieve budget.



Reporting & Forecasting Explained

Achieve clarity and predictability about your future financial results and see what needs to happen to achieve them.

FINANCIAL MODELING

Budgeting - Building a fully integrated 12 month 3 way financial model, budgeting the next financial year, with detailed analysis of all income and costs

Financial Forecasting - Live updated visibility of revenue secured and costs committed and the forward looking P&L, Balance Sheet & Cash Flow, compared to budget.

Updating for Actual Results - Updating the budgets with actual results at every month end

Accountability - holding you and your team to account for actions agreed to increase revenue, efficiency or control costs and keep everything on track with budget.

DASHBOARDS

Have full live visibility over the metrics that are going to keep you on track towards your goals and ensure you're making measurable progress in reasonable time.

Revenue Dashboard - what revenue do we need to convert to hit target? What's the value of our pipeline? What conversion rate do we need to hit target?

Profitability Dashboard - what's profit looking like for the next 3 months? Is the picture changing?

Cash Warning Dashboard - when are you going to run out of money?

MANAGEMENT REPORTS

PDF Report - Our Monthly Management Accounts delivered via a comprehensive but clear report to show you progress against the plan and adjust targets to ensure you remain on track to achieve budget.

Snapshot Video Report - We provide you with a high level video for you and your leadership team to give you a quick understanding of your report ahead of your meeting

Action Meeting - These reports are then followed up with a phone call or meeting to agree and schedule action.



#4 Co-Driving

Driving your agency towards your financial goals is tough and lonely. This is where our Co-Driving function gives you the support and guidance to help you navigate around your challenges and towards your goals.

Our Co-Drivers are experienced finance professionals advising the board on the financial opportunities and obstacles that lie ahead.

We will help you to continually optimise your agency's operational systems which impact your finances through our Operational Finance Function.

Our Strategic Finance support will bolster your agency with professional advice to support the business through key events.

Board Finance function will help you in understanding the financial implications of your decisions and calculating the true costs and return of making them.

Our Board Exec service gives you access our small group of recommended and proven mentors and Non-Exec's to chair board meetings, mentor and coach you and the executive team.

Co-Driving Explained

An experienced finance professional advising the board on the financial opportunities and obstacles that lie ahead.

OPERATIONAL FINANCE FUNCTION

The continual optimisation of your agency's operational systems which impact your finances. This includes:

Project Management System Tuning - Develop the businesses project management systems to ensure that they are capturing key commercial data and providing in-depth analysis of project and client profitability

Pricing System Tuning - A system for assessing rates cards and actual recoverability of the agreed prices and providing analysis of lost revenue

Profit System Tuning - An in-depth analysis of the hidden profits in the business - overhead return on investment, efficiency and pricing analysis and recommendations

Cash System Tuning - An analysis of the working capital cycles, analysing the lock up of work in progress and debtor days per client and calculating the effect on cash flow with recommendations

Data Collection System Tuning - An audit of the company wide processes for collating financial data, ensuring that there is no wasted time or bottlenecks in the system

STRATEGIC FINANCE

When you need expert professional advice to support the business through key events:

Funding Requirements - An appraisal of the funding requirement to determine need and quantify the cash gap, finding the best deals, preparing applications and liaising with the lenders

Business Valuation - Valuing the business for exit, employee incentive plans, share transfers, succession planning, etc

Exit Planning - Preparing the business for exit, working in accordance with our due diligence checklist to enhance sale credentials and drive up the valuation

Share Schemes - Incentivise key staff with tax efficient share incentive schemes

Tax Advisory - A diagnostic review of the business and directors individual circumstances to identify and execute tax planning opportunities (actual execution of tax planning will be charged according to quoted and pre-agreed fees)

BOARD FINANCE

To help in understanding the financial implications of your decisions and calculating the true costs and return of making them. This includes:

- Financial representative in your board meetings to help set, challenge and assign financial action points.
- Hold the relevant people accountable to ensure financial action points are fulfilled
- Give insight into industry trends
- Present the monthly management accounts key highlights
- Instil a commercial mindset across the team
- Help the team to understand the financial impact of sales, marketing, operations and people elements of the meeting

BOARD EXEC

Access our small group of recommended and proven mentors and Non-Exec's to chair board meetings, mentor and coach you and the executive team.

Powerful systems Dedicated people

We have robust systems which power MAP, which are driven by our dedicated team

All of the systems at MAP have been carefully crafted to ensure that our workflow runs as efficiently as possible and the exchange of information between us internally and our clients is seamless.

We believe that the less we need to worry about tasks happening, the more we can focus on the high value activities that drive the performance of your agency.

Our team are then elevated to provide the creativity and expertise that systems can't deliver, to ultimately help you to build a more profitable agency with more predictable financial performance.

Driven by our core values, the MAP team is our greatest asset who are committed to providing the most value and demonstrating the highest levels of care for our clients.

The great news for you is that our team is now your team.

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“Our client’s success is our success
and vice versa.”

Paul Barnes, Founder of MAP

“Our team are at the heart of everything we do and we’re constantly evolving to become the very best we can be. Because at the end of the day, this is all about people. The work we do impacts thousands of people’s lives; our clients, their staff, their families, their clients, their suppliers. My belief is that if we can bring together the very best people and we can get them to run solid systems, underpinned by core values, then we will all flourish. And if my team flourishes, then so do our clients, because we’re all in this together. Our client’s success is our success and vice versa.”



MAP.

Together we're stronger

As well as benefitting from the MAP Team, you will also get tremendous value from the MAP Community we've built for you to join, both on and offline.

In each sphere we bring together leading agency owners so you can be inspired and get support from your peers.

Some of these will be ahead of you and will help take you to the next level. Others will be behind you who you'll be able to help up.

You will also gain expertise from the thought leaders we hand pick to help lead and impact our events.

Our clients find that the learnings they take and the contacts they make from attending our events become unexpected advantages from becoming a MAP client.

You will be invited to our exclusive Web Events, be given access to our Online Community and be welcomed to our Digital Round Table events.

The MAP Community is important to us because we believe that together we're stronger and we'd love you to be a part of it, so it can be stronger still.

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Let's begin

Starting any new journey can feel like a big decision. It can feel like it's going to be disruptive and potentially take you off course. Over the years you've grown attached to certain ways of doing things, but as a wise man once said, if all you do is all you've ever done, then all you'll get is all you've ever gotten.

We make working with us simple and provide a seamless transition via our onboarding process to help you make that breakthrough in your agency you've been looking for.

People think that making a breakthrough takes time. It doesn't. Making a breakthrough is instant. Preparing to make a breakthrough and finding the right path is what takes the time.

Now that's not to say that this is going to be a magic wand or that there won't be some bumps along the way. It isn't and there will be.

But we'll have you and your team safely strapped in and you will quickly see that the transition over to us will be worth the effort as you'll have greater visibility, greater certainty and greater enthusiasm for the road ahead.

Any journey starts with a single step... so let's begin.



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