



## Insight

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### **Capital Allocation and Return On Investment, How Successful Leaders Increase Business Values**

By Brian Graves

*How Do Successful Leaders Increase Business Value?* They start with the Balance Sheet versus the income statement.

The also have systems and processes in place to:

- ❖ Understand each project
- ❖ Know their cost of capital
- ❖ Knowing when and what to grow
- ❖ Communicate to the entire team and constantly re-enforcement their message with metrics, education, and incentives

The paper also review the ROIC for US companies by quintiles.

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**About the authors:** Brian Graves and Bob Hall are Managing Directors at Management Consulting Associates, a Strategy Consulting firm based out of suburban Chicago. Both Brian and Bob were executives at a leading Strategy Consulting Firm and have advised a variety of executives on Strategic issues to improve the wealth creation capability of their businesses. For additional insights visit [www.managementconsultingassociates.com](http://www.managementconsultingassociates.com)