

RPMG

The Revenue Performance Management Company



A perspective view of a dark tunnel with a bright light at the end, symbolizing a path forward. The tunnel walls are rough and textured, and the floor is a smooth, dark surface. A single light fixture is visible on the ceiling, casting a warm glow. The light at the end of the tunnel is very bright, creating a strong contrast with the dark interior.

**WHAT'S STOPPING YOU FROM
INCREASING YOUR SALES BY 13%?**

AND YOUR EBIT BY 70%?

Would an investment equal to
1% OF SALES be worth it to get that?





Dave Brailsford “gambled” that he could achieve the same 30%-40% gains in performance seen by drugs cheats, via marginal gains.

"We've got this saying, '*performance by the aggregation of marginal gains*'...

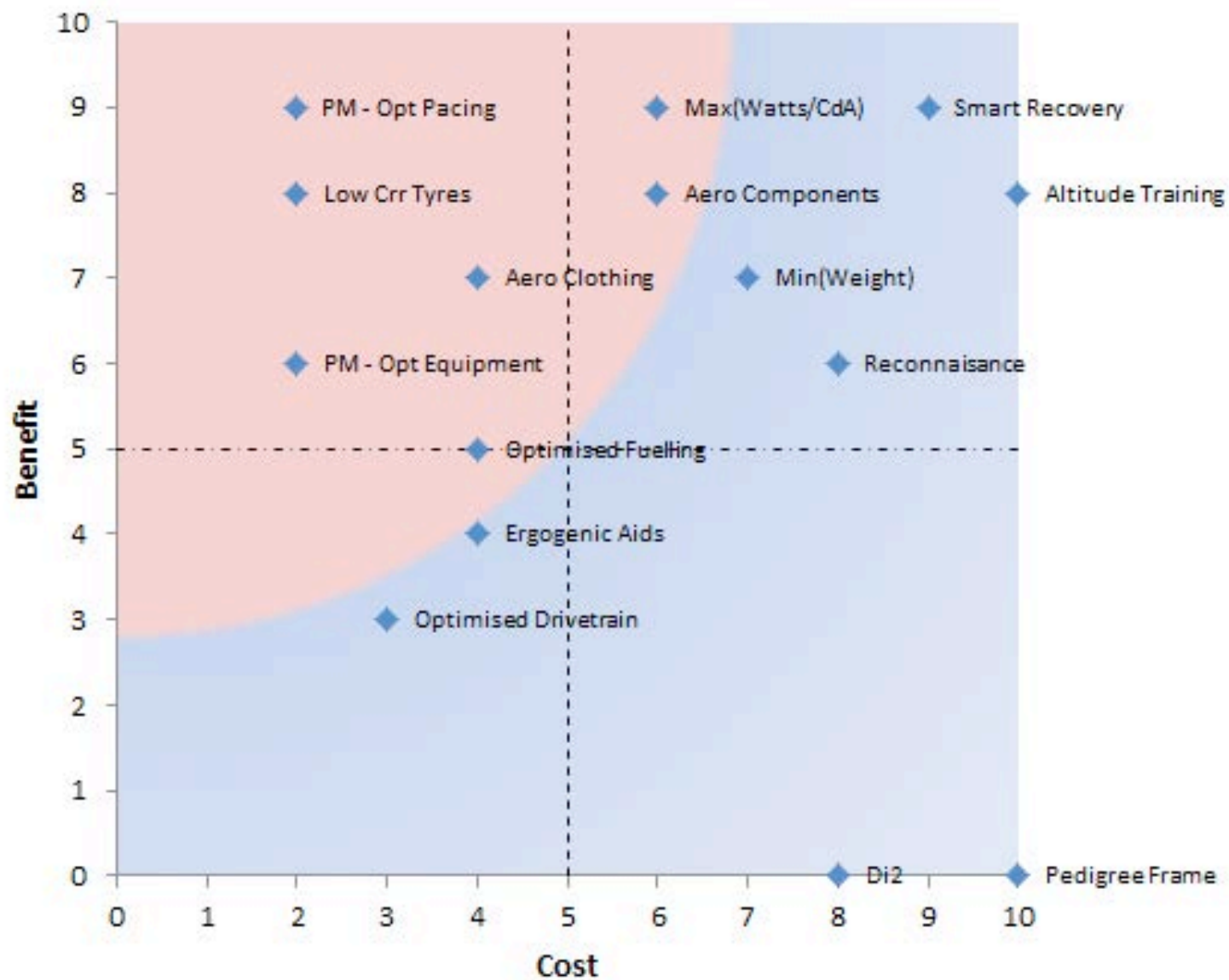
It means taking the **1%** from everything you do; finding a **1% margin for improvement** in everything you do. That's what we try to do from the mechanics upwards."

Sir David Brailsford



10%

A Spectrum Of Marginal Gains



How 1% Marginal Gains Affected British Cycling

	2000	2004	2008	2012
Gold	1	2	8	8
Silver	2	1	4	2
Bronze	2	1	2	2

Team Sky

Formed 2010 – Goal to win Tour de France by 2015

Won 2012 (Wiggins), 2013 (Froome) and 2015 (Froome)

NB: Froome also runner up in 2012





“It’s unbelievable how much you don’t know about the game you’ve been playing your whole life.”

Mickey Mantle



Yes, you can.



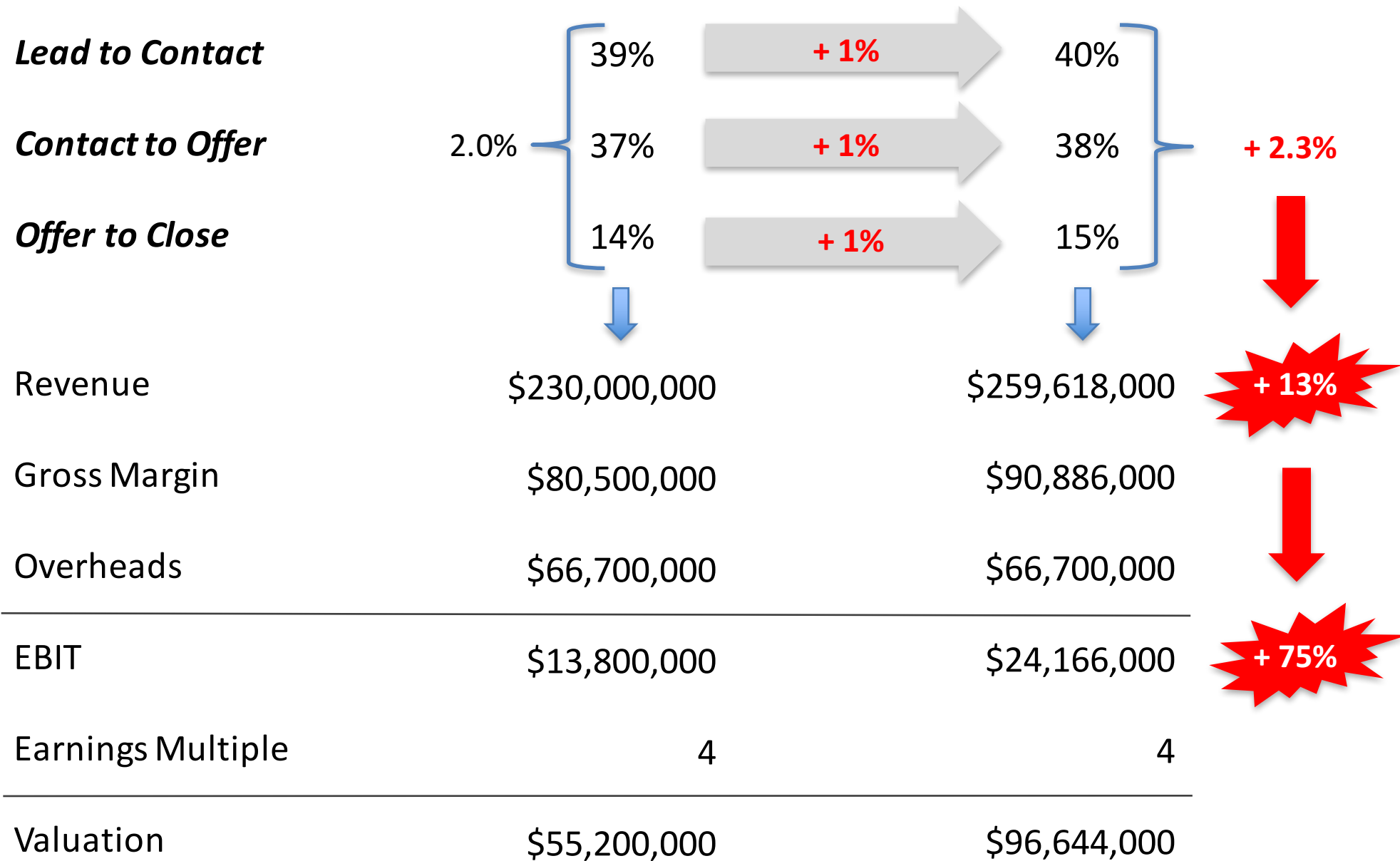
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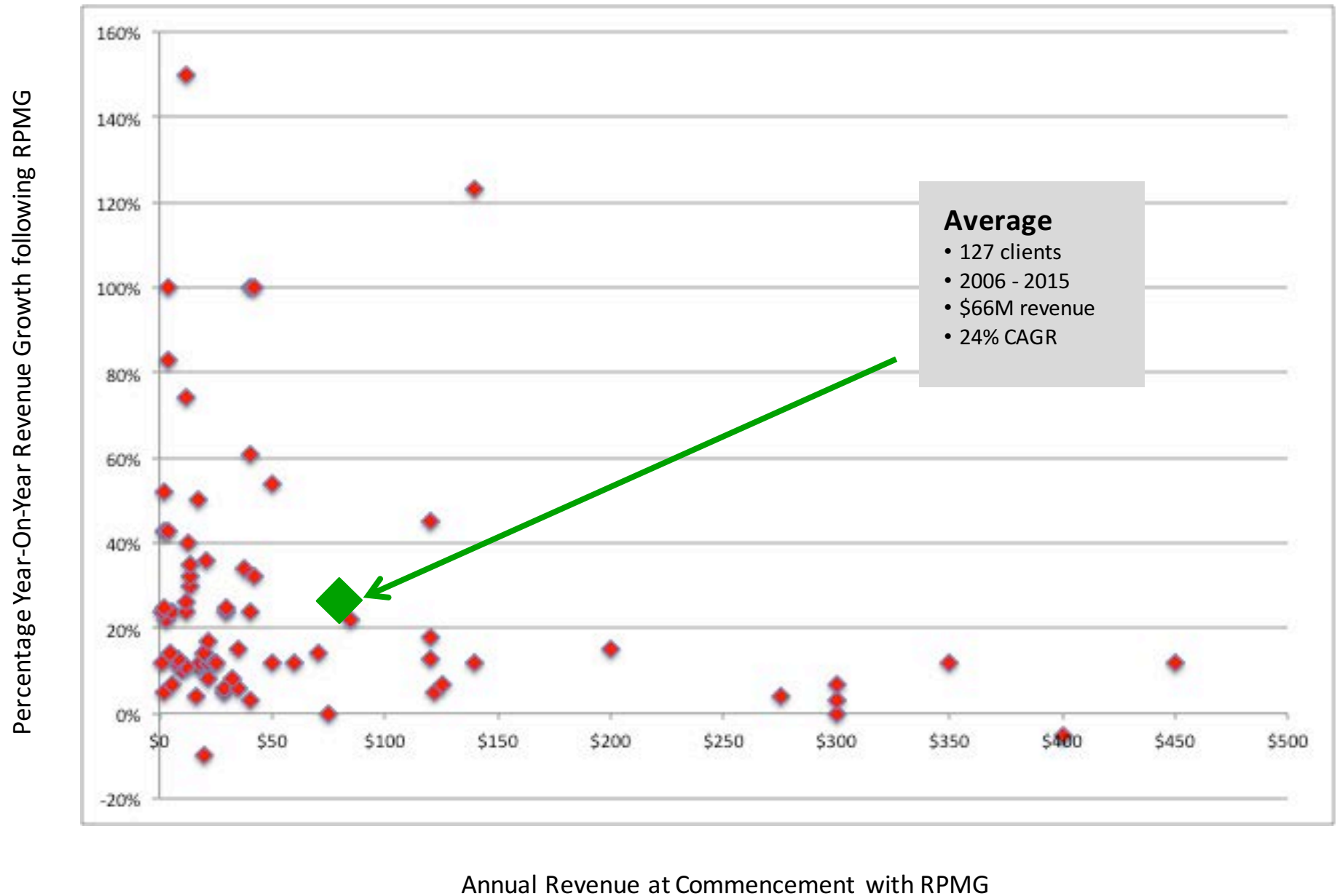
SMBC SUMITOMO MITSUI BANKING CORPORATION



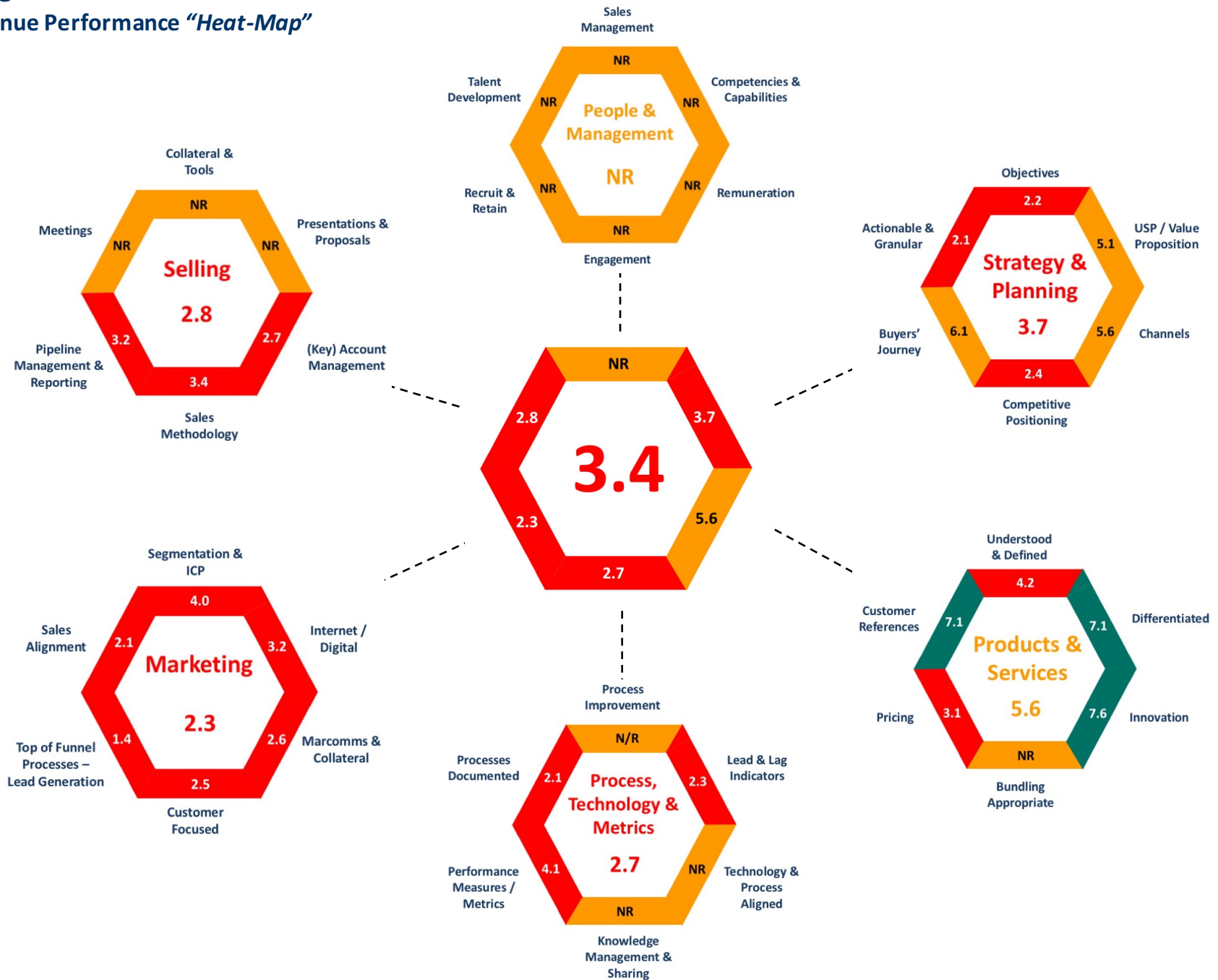
How 1% Marginal Gains Affect Revenue Performance



RPMG Client Results: 2006 - 2015



Revenue Performance “Heat-Map”



Revenue Performance *"Heat-Map"*