

BREAKING NEWS:

We rescued **Uncle ROI™**
from the accounting
department...
...and gave him a
promotion.

*"Before you
celebrate...
ask the right
question."TM*

UNCLE ROITM

★
RETURN ON INVESTMENT

*Mission
First.
Always.*

**For decades, Uncle ROI™
only worked in finance.**

Return on Investment.

- Revenue.
- Profit.
- Margins.
- Balance sheets.

Uncle ROI™ belongs in
every department.

Uncle ROI™

More than finance .



Return on Investment



Return on Intensity



Return on Intent



Return on Integrity

Return on Investment

Uncle ROI™ asks

Will this create value?

Because activity isn't
achievement.

Results without return
aren't really results.

Return on Intensity

Uncle ROI™ asks

"Did your **effort** create
progress... or **burnout?**"

Energy is a **resource**.

Spend it wisely.

Return on Intent

Uncle ROI™ asks

"Did your **good intentions**
produce the desired result?"

**good intentions don't
always produce good
result?"**

Return on Integrity

Uncle ROI™ asks

"What's more **valuable?**
A **line of credit** or a line
of **credibility?**"

Because credibility
compounds.

Welcome to the team,
Uncle ROI™.

Before you celebrate...
Ask the right question.
Mission first.
Always.



THE GLASS IS FULL
— **SYSTEM™** —

Mission • Calm • Consistency • Earn Your Name

See what others miss