

# *BEYOND THE NUMBERS*

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## Creating Solutions, Meeting Your Goals

How many times have you found a solution to a problem quickly and stopped considering other options? Could you have potentially missed a better solution? I pose this question to myself quite often when solving problems for my clients – I call it creative problem solving. Here's one of my client stories:

I work for a small consulting firm in the US with international reach. They complete several international money transfers a month. Before I began working with them, the Owner was transferring funds overseas using his business bank account. Doing so was the obvious choice for him – the bank was local; he personally made the transfers via paperwork that required him to visit the bank every time a transfer was made. However, bank service fees and the time he spent on this procedure began mounting so that his comfort level was compromised.

## *Helping You Develop & Grow*

Business Tips

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Note & Newsworthy

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Ideas

## When Solutions Don't Appear Obvious

Upon my hire, one of the first tasks I undertook was to review these transfers, discuss objectives and seek a better alternative. I knew of several reputable online trading companies that could handle such transfers. Given these companies' expertise, their world-wide reach and their volume of business, they are able to offer much more competitive currency rates than smaller banks as well as lower service fees. My analysis showed the potential of large savings in both currency translation costs and monthly service fees if my client switched to a lesser known (to him) but very reputable alternative. Over the years, my client has transferred funds at very competitive currency trading rates and has saved well over 50% in service fees versus his original, obvious solution.

The next time you have the opportunity to problem solve for a customer, make sure you understand not only WHAT they are talking about but more importantly, WHY they are talking about it. When you understand their WHY, you get a clearer understanding of their problem and how that is driving their decision making. Armed with this knowledge, you can problem solve with less obvious and more creative solutions, thus creating a better customer experience. So, don't forget to think "outside the box"!

## *Note & Newsworthy / Ideas*

### Note & Newsworthy

**The Basics of Creative Problem Solving - CPS**  
Jeffrey Baumgartner - Author - The Way of the Innovation Master, Report 103

<https://innovationmanagement.se/imtool-articles/the-basics-of-creative-problem-solving-cps/>

take a look at the 7-Step CPS Framework noted in the article. This will give you additional creative ideas on how to solve your clients' problems.

### Ideas

One way to free up time spent on administrative tasks, if you are a traveler, is to use an automated mileage tracker. Here are some ideas for tools you can use to alleviate manual mileage tracking.

**MileIQ** - <https://www.mileiq.com/>

MileIQ captures your drives automatically. The app runs in the background tracking your miles and creating a comprehensive record of your drives.

**Hurdlr** - <https://www.hurdlr.com/>

Hurdlr automatically tracks all auto related expenses, with correct categories, along with mileage.

Please contact us if you would like more information on how we can help your business develop and grow.



***“Instead of thinking  
outside the box, get  
rid of the box.”  
-- Deepak Copra***



CPN & Associates LLC is a Business Consulting Firm offering financial management, marketing strategies, and payroll services to small-medium sized businesses.

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