TAKEAWAYS: *THE MARGIN MANDATE*

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Financial analysts predict a depression in 2030. The businesses that will survive years of economic scarcity are the ones that begin preparing now. Derek Stanley walked through the warning signs of "profitless prosperity" where business look at rising revenue and blindly assume their costs stayed the same. In reality, many businesses need to keep a closer eye on their costs and save now before the next decade begins.

1. Pair every revenue chart with the margin. A good services line does not mean costs kept up.
2. Watch input costs, energy and software included, the same way you watch sales.
3. Put shared definitions, permissions, and lineage in one governed place.
4. The trap is that prosperity hides the cost. Revenue rises, and the cost of doing business rises faster, so earnings shrink unnoticed.

"We always want to be keeping an eye on our operations and our input costs. We want to make sure that our bottom-line growth is keeping pace with that top line at all times."