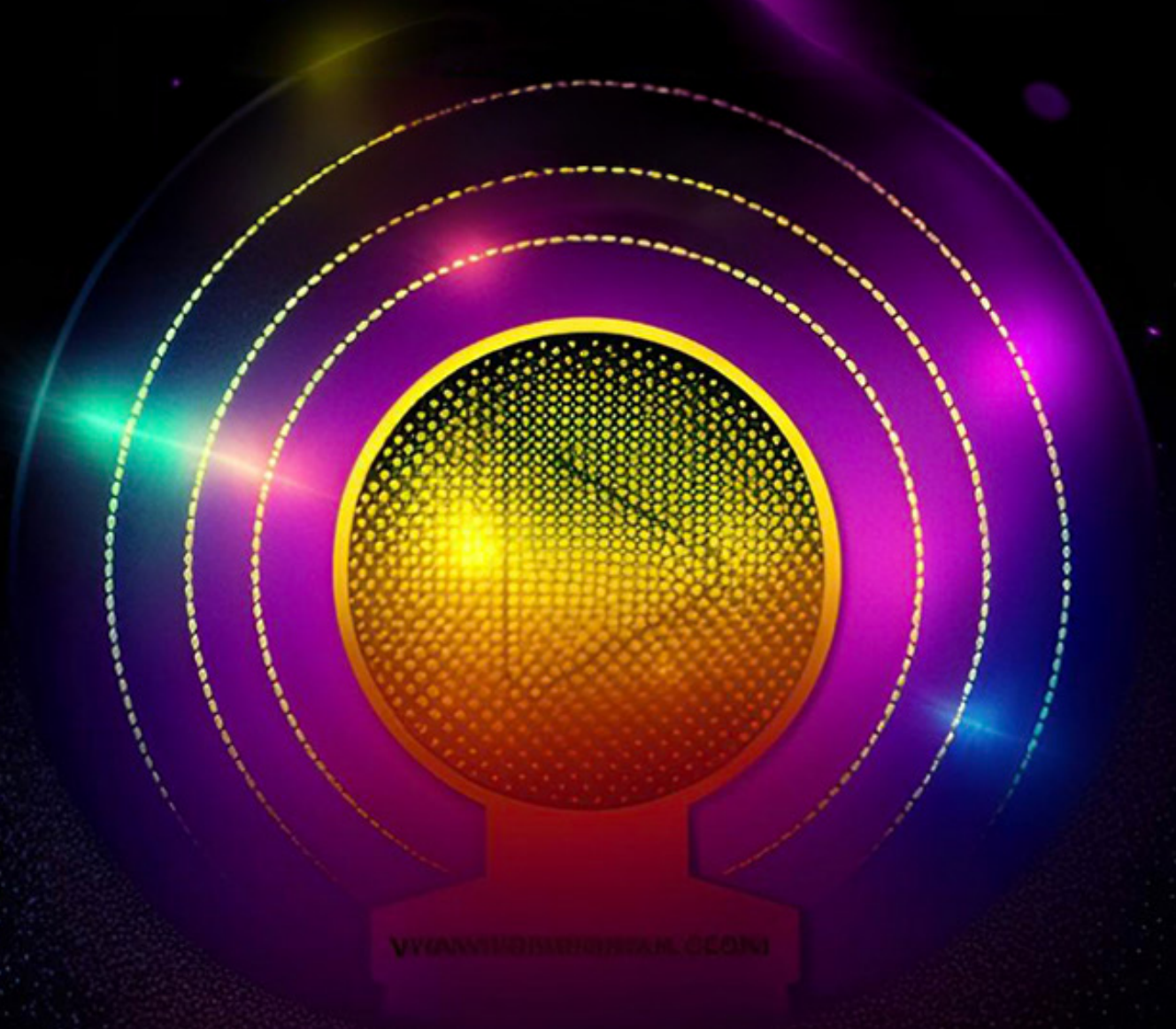


# Budget Planning



**Skip:**

Hello and welcome to Episode Six of the Lead Scale Engine Gen Five Launch Podcast Series. I'm Skip Fidura, and with me as always is Francis.

**Frankie:**

Hello, Skip. How are you doing?

**Skip:**

Very good, thank you. Today, we're talking about everybody's favorite topic—budgeting.

**Frankie:**

(Laughs) Yes, budgeting. I think we've already touched on the fact that there's a divide between people who love spreadsheets and those who really, really dislike them.

**Skip:**

Absolutely. I've seen people in the office shouting at their computers, frustrated with formulas in spreadsheets not adding up correctly or values being hardcoded. It can be a nightmare.

**Frankie:**

It really is. A lot of people are comfortable with Excel, but the challenge comes when people who aren't so comfortable start using it. Excel is essentially a form of programming, and not everyone thinks like a coder. Mistakes happen—formulas get broken, and the process becomes inefficient.

**Skip:**

So, what's the solution for those who don't want to be knee-deep in spreadsheets?

**Frankie:**

Our solution with Gen Five is to offer flexibility. We aren't pretending Excel doesn't exist, but we're building a system that allows users to work within Excel if they prefer, while still providing a single source of truth and controls within the system. This way, they can import, export, and manage their data while avoiding many of the pitfalls associated with Excel.

**Skip:**

That's an interesting approach. You're not trying to replace Excel, but rather work alongside it. How does this improve efficiency?

**Frankie:**

One of the key improvements is the dynamic nature of Gen Five. Instead of manually updating a spreadsheet and risking errors, the system automatically populates fields based on previous inputs. This reduces the chance of mistakes and saves a lot of time.

**Skip:**

It also sounds like this system is great for scenario planning, allowing users to compare different budgeting outcomes quickly.

**Frankie:**

Yes, that's a major benefit. Users can run different scenarios—whether it's based on partner reliability, delivery speed, or adherence to cadence—and adjust their budget allocations accordingly. The system provides tools for prioritizing and automating parts of this process.

**Skip:**

You mentioned that the system could even help with decision-making based on campaign history.

**Frankie:**

Absolutely. Over time, the system can suggest optimal budget allocations based on performance data from previous campaigns, helping users make smarter decisions without relying solely on manual analysis.

**Skip:**

It's a huge leap forward from manually managing these details in Excel.

**Frankie:**

It is. The real benefit is in the system's ability to manage complexity, freeing up users to focus on strategy rather than data entry.



**Skip:**

This is exciting stuff. I'm looking forward to seeing it in action.



**Frankie:**

We're really excited about it too. The system will truly empower campaign managers to do more with less effort.



**Skip:**

Well, that's a wrap for today. Thanks, Frankie.



**Frankie:**

Thank you, Skip.

**For more information about  
how LeadScale Engine  
works, email us at:  
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