



Keep Your Eye on the Ball: Make Your Cash Flow Work for You

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Cash flow – you can live and die by it. Many small business owners get stuck in the day to day business operations and fail to pay enough attention to this area. This class is designed to help the business owner get their arms around cash flow and use it as a tool to keep their business healthy. This course will provide you with the fundamentals needed to measure, understand, and improve business cash flow. More importantly it will teach you how to manage it! Cash is king – and this class will teach you the many ways to address it.

Course Objectives:

Upon completion of this course, the participant should be able to:

1. Prepare and interpret a cash flow analysis and a one page “snapshot”
2. Interpret cash flow patterns and results
3. Understand the various different methods / tools that can be used to manage cash flow
4. Understand the various financial products to manage the cash flow effectively
5. Forecast and trend your cash flow
6. Avoid the “oops” factor with cash flow planning

Required Participant Materials:

- Pen
- Notebook

Prior to Class: N/A