



## Services Expansion Program

Financial Planning and Analysis

### Cash Flow Essentials

#### Course Description

This course is designed to educate and equip you with critical and essential cash flow concepts that every business needs to maximize their cash flow and profits in a simple, yet powerful way.

#### Syllabus

##### Section One – The Home Run Financial System

- Learning Objectives
- Basic Business Math
- Understanding Financial Statements
- Relationships between Financial Statements
- App Demonstration
  - Using the Clear Path to Cash App for the Home Run Financial System
  - Practical Exercises

##### Section Two – Mining Your Business for Hidden Cash

- Analyzing Sample Company Financials
- Comparing to Industry Averages
- Ratio Analysis for Cash Generating and Cash Conversion Activities
- App Demonstration
  - Using the Clear Path App to Identify Hidden Cash
  - Practical Exercises

##### Section Three – The Fast Money Formula

- Identifying Cash Flow Drivers
- Calculating Financial Gap
- Analyzing Cash Shortages and Solutions
- Comparing Inventory and Service-Based Businesses
- App Demonstration
  - Using the Clear Path to Cash App for the Fast Money Formula
  - Practical Exercises

##### Section Four – The Deliberate Exit Strategy

- Understanding the Exit Strategy
- Solving Customer Issues Efficiently
- Building Strong Customer Relationships