



Certified Transformative Advisor Program

Financial Advisory Certification

Syllabus

- I. Section One - Resetting the conversation by understanding the business environment - the OLD Accounting Process vs. the New Analysis Process.
 - Module 1 - Financial Advisory - The Small Business Owner
 - Module 2 - The Profitability Environment
 - Module 3 - The Small Business Process
 - Module 4 - Business Life Cycles and Why They Matter
 - Module 5 - Planning for Thresholds
 - Module 6 - Key Skills Required

- II. Section Two - The Analytical Process - The What, How and Why of Financial Analysis. Why do things look the way they do and what does it tell us about the company's performance?
 - Module 7 - Cost Accounting, Operating Expenses & Staff Efficiency
 - Module 8 - Detailed Review of Metrics and Ratios
 - Bonus Modules: Customer-Centric Collection & Customer Retention KPIs
 - Module 9 - Technical (Quantitative) vs. Practical (Qualitative) Analysis
 - Module 10 - Detailed Review of Various Forecasting Approaches to Achieve Specific Results
 - Module 11 - The Details of Cash Flow Forecasting

- III. Section Three - The Reporting Process - The Interpretation, Communication and Implementation of Operational Intelligence to improve results.
 - Module 12 - A Detailed Discussion of the Client Coaching Conversation
 - Module 13 - Using Variance Analysis and Common Size Reports
 - Module 14 - Building Revenue Forecasts
 - Module 15 - Building Expense Forecast Elements
 - Module 16 - Steps in the Review and Advisory Cycle
 - Module 17 - Understanding How to Drive Value (Overview of valuations)
 - Module 18 - Putting it all Together



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Financial Advisory

Course Schedule

Session 1	4/21/21 Wed	2:30-4:30pm Eastern
Session 2	4/28/21 Wed	2:30-4:30pm Eastern
Session 3	5/5/21 Wed	2:30-4:30pm Eastern
Session 4	5/12/21 Wed	2:30-4:30pm Eastern
Session 5	5/19/21 Wed	2:30-4:30pm Eastern
Session 6	5/21/21 Friday	2:30-4:30pm Eastern
Session 7	5/26/21 Wed	2:30-4:30pm Eastern
Session 8	6/2/21 Wed	2:30-4:30pm Eastern
Session 9	6/9/21 Wed	2:30-4:30pm Eastern
Session 10	6/16/21 Wed	2:30-4:30pm Eastern