



## Power Day Program

### Cash Flow Management Essentials

#### PDCF Course Description

Managing cash is the lifeblood for every business, whether just starting out, growing or declining. It is as much an art form as it is a mathematical necessity in a business. 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 1: Cash Flow Basics

- The Importance of Cash Flow in a Business -Learn the foundations of financial reporting
- The Speed of Cash-The core components of cash flow
- Silent Killers of Cash Flow-Learn and identify the things your business is doing that might be robbing you of cash.

##### Section 2: Cash Flow Measurements and Analytics

- Ratios and Financial Analysis-Analyze the past to understand future trends
- Forecasting-Where do you hope to be in 3, 6 or 9 months? Can you predict the future without a crystal ball?

##### Section 3: Product Training: CashFlowTool

- Become proficient in our recommended cash flow management software-CashFlowTool
- Setting up CashFlowTool for the first time
- The Cash Flow Forecast
- Business KPIs and the Dashboard
- Adding Team members and collaboration
- Alerts, Notifications and Documents
- Using CashFlowTool in different types of Businesses
- Rolling out CashFlowTool to your clients

**Note:** You do not need to purchase CashFlowTool to participate in the Power Day or to participate in this section of the Power Day course. However, anyone who completes the Power Day training is eligible for deeply discounted pricing on the CashFlowTool solution, so we strongly advise you to wait until after you complete the Power Day course to purchase the solution.



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#### Agenda

Times in Eastern	Segment
10:45am-11am	Meet and Greet
11-12:45	Presentation by Cash Flow Mike Milan
12:45-1:00	Break
1:00-2:45	Presentation by Cash Flow Mike Milan
2:45-3:00	Break
3:00-5:00	Presentation by Cash Flow Mike Milan
5:00-5:30	Optional Q&A