

Power Day Program

Financial Measurements Essentials

PDFM Course Description

Most business owners are not financial managers, and they need your expertise to help them make better decisions. During this Power Day you will gain an understanding of the skills and tools you can use in providing your clients with “operational intelligence” rather than just the usual accounting information they really don’t understand anyway. You will learn a simple process for adding significant value to their decision making while generating \$200 to \$500 per month for your efforts. And accomplish it all with less than 30 minutes of prep work before each client meeting.

Syllabus

Section One – Understanding the small business

- Management Dynamics – what drives financial outcomes
- Operations Dynamics – what drives financial outcomes
- Influences – Internal and External – what is impacting financial performance
- Profitability – Not what you think. All about net positive cash flow

Section Two – Understanding the financial information

- Analysis (Quantitative) – Outputs: Financial and mathematical measurement of performance
- Intelligence – How to convert the analytics to small business language (Actionable Management Advice)
- Interpretation (Qualitative) – Communicate to the client
- Value – Driven by Cash Flow

Section Three – Understanding the reporting process

- Plan
 - Objectives – what are they trying to accomplish over a given period of time
 - Quantifications – to measure progress
- Evaluate – Performance of the plan measured against the quantification of the plan
- Modify – Adjust the plan based on quantification (hit, miss or accept)
- Report – Leveraging all of the above in a standard approach conducted through monthly or semi-monthly meetings.