

The Workshop is intensive and hands-on. You will receive a set of course notes to take away as a reminder of the information covered. The different financial concepts will be explained using our proprietary business analysis applications to show you the sort of work our firm does in developing businesses.

During the course of the day, we'll walk you through a case study of a business heading for disaster because the owner was focusing on the wrong things. We'll show what we did to help the owner get refocused and the impact that had on the business.



The Effective Financial Management™ Workshop is the first step of our Business Diagnostic and Performance Improvement Programme. By attending the Workshop, you can make an informed decision as to whether you'd like to participate in that Programme. There will be no pressure, no hard sell... simply an opportunity to take a good look at the sort of work we do with our clients in this area.

We guarantee you'll receive so much value from this workshop that you'll want to put it into action in your business immediately. So much so, in fact, that our Effective Financial Management™ Workshop is backed up by our unique guarantee. It goes like this:

If you don't feel you've had tremendous value from our Workshop and you don't believe you will be able to improve your business based on the knowledge you take from the day, simply tell us before you leave the venue and your tuition fee will be refunded.

Confidential application form

YES! I would like to sign up for the Effective Financial Management™ Workshop and use it to start building my business!

Name

Business name

Address

Telephone

Facsimile

Email

Years in business

No. of team members

Payment method:

Please bill my credit card \$

MasterCard Visa

Card number

Name on card

Expiry date

Signature

Effective Financial Management™

Workshop

When it comes to business performance, your accountant knows the numbers to look for AND what they mean!

BUT DO YOU?

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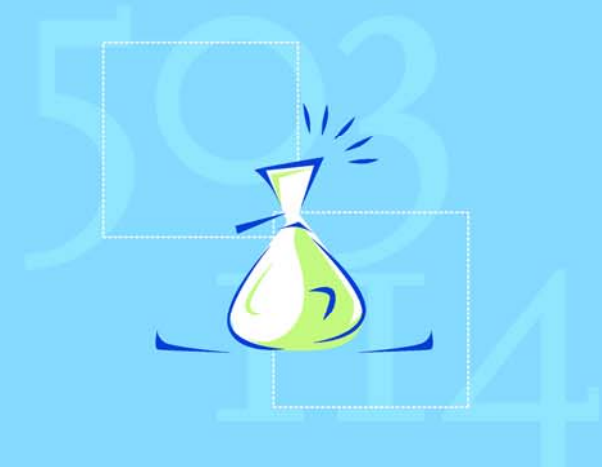


If you're like many small and medium-sized business owners, you're so immersed in running your business that you simply don't have the time to get involved in trying to interpret and act upon the financial indicators in your business.

Why bother?

PROFIT OR LOSS – IT'S ALL THERE IN THE BOTTOM LINE.

Isn't it?



Well, consider these facts for a moment:

- Studies of business failure show that almost half of small-to-medium enterprise startups fail within 3 years and three quarters close within 5 years.
- Most of these businesses shut down because of poor management and poor cash control.

How can you balance the operational side of your business with the seemingly complex financial side? You need someone to explain the numbers in plain English and show you what they mean...AND what you need to do about them.

Welcome to the solution – a workshop specifically developed for business owners that explains the meaning behind critical financial concepts, presented by an accounting firm with an understanding of all business areas from production to marketing to finance – the Effective Financial Management™ Workshop.

The Effective Financial Management™ Workshop

Our one day Effective Financial Management™ Workshop will explain simply and succinctly how accountants put together the figures that are critical for an understanding of how your business is operating.

And we will explain what they mean and how you can use them to make decisions about the most profitable way to run your business.

After attending the workshop you will be able to:

- Understand the key financial business performance indicators
- Plan your cash flow to eliminate surprises
- Analyse your cost drivers to see if costs can be reduced or eliminated
- Review your products and customers for their overall contribution to profitability
- Assess your return on investment in the business to see if you are getting a fair reward on the effort you put in
- Identify where the most potential lies within YOUR business for increasing profitability... and giving you the focus to exploit that potential.

