

Cash or Consequences – The Business Owner's Dilemma

Workshop Outline

Throughout the workshop, participants use case studies and/or financial information from their own company to see how they can apply workshop principles in improving their business.

I. Visualizing Your Company's Cash Flow

How time and basic business processes influence a company's cash flow
Practical application to estimating your own company's cash cycle

II. Profitability Versus Cash Flow

Profits are the lifeblood – but cash is the oxygen
How accounting obscures cash flow

III. Connecting the Income Statement and Balance Sheet

How to understand the linkage
Practical application to a case company

IV. What Your Income Statement and Balance Sheet Tell You (and What They Don't)

Insights into operating efficiencies
Key indicators of fiscal health for business owners

V. Understanding Your Own Company's Cash Needs

How to calculate Net Cash Cycle Needs
Practical application to a case company and/or to your own company

VI. Measuring Cash Flow

The Cash Flow Estimator
Practical application to a case company and/or to your own company

VII. Improving Cash Flow

Management focal points for increasing cash flow
Benchmarks for cash flow improvement

The Business Improvement Series™

Paul Sims

Guided Solutions, Franklin, TN

Paul Sims is President of Guided Solutions, a training and consulting firm focused on giving business owners practical financial knowledge to improve how they run their companies. Guided Solutions is located in suburban Nashville, Tennessee. With over 30 years of experience in working with both business owners and bankers, Paul is a frequent speaker on topics related to business financial performance and cash flow.

Paul is a graduate of the University of Chicago Graduate School of Business where he earned a Master of Business Administration degree in finance and accounting. He earned his undergraduate degree from Vanderbilt University.