

## **Profit Mastery Seminar Outline**

Profit Mastery is a 16-hour seminar taught over four 4-hour sessions. You must attend all four sessions to complete the course.

### **Session 1: Wednesday, April 30th from 9:00 am - 1:00 pm (Break 11:00 am – 11:15 am)**

Evaluate the financial performance of a business

Use financial statements to identify strengths, weaknesses, and opportunities

### **Session 2: Friday, May 1st from 9:00 am - 1:00 pm (Break 11:00 – 11:15)**

Create a scorecard using financial ratios and industry benchmarks

Complete a Profit Mastery assessment

Understand break-even analysis

### **Session 3: Wednesday, May 7th from 9:00 am - 1:00 pm (Break 11:00 – 11:15)**

Use income statement as a management tool

Know how costs behave in a company

Understand the impacts of price, cost, volume

Understand how to create a profit plan and cash flow

### **Session 4: Friday, May 9th from 9:00 am - 1:00 pm (Break 11:00 – 11:15)**

Understand what forecasts can tell us about the future of a business

Learn how to use the information to make better decisions and management choices

Understand why growth costs money

Forecast what a business needs to grow

Identify how better management can free up cash to fuel growth

Answer the question: how much do I need to borrow? And: When can I pay it back?

Thoughts on banking & transition

Wrap-up and course evaluations