

It's almost midnight. Do you know where your cash is?

**Learn Exactly How Cash Flow Works!**



## **Cash Flow Workshop** **(for Non-Finance Professionals)**

### **OUTLINE: What we will cover**

This half-day workshop will be intensely focused on helping the non-financial professional understand **Comprehensive Cash Flow**. Each person attending the workshop will leave with a much clearer understanding of how cash flows through their business and what levers can be pulled to make positive improvements to Comprehensive Cash Flow.

The time estimates are rough, but they provide a general guideline for the structure of the program.

#### **Hour 1**

- Overview - Desired Outcome
  - What we will cover? What won't we cover?
- Effect of Cash Flow on Key Performance Concepts
  - Growth Strategy
  - Leverage
  - Risk & Return
  - Valuation & Dilution
- Drop kick the Misconceptions
  - You CAN learn these basic principles
  - EBITDA is NOT a placeholder for cash flow
  - The Balance Sheet = principal source of cash flow
- The Stream of Financial Activity

#### **Hour 2**

- The Foundation of meaningful Financial Statements
- Double Entry Bookkeeping
  - The cornerstone of Financial Accounting
  - What is GAAP and why do we care?
  - Consistency vs. Accuracy?
  - Matching Revenue & Expense = Profitability
- How do Financial Statements get created?
- Building a Financial Statement from the ground up

#### **Hour 3**

- The Income Statement
  - What does it measure? What doesn't it measure?
  - How does Price/Volume/Mix affect revenue?
  - Gross Margin vs. Operating Expenses

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- The Balance Sheet
  - Assets. Liabilities. Equity.
  - Short Term vs. Long Term.
  - Working Capital - What is the trade cycle?
    - ~ How is it measured & monitored?
  - The value of 1 Day of Working Capital?
  - Capital Expenditures
  - What is the Equity Section?
    - ~ What's there? What isn't there?

### Hour 4

- Comprehensive Cash Flow
  - What are the key components?
  - How are each of them measured?
- Why timing is critical to cash flow
- The Major Components of Comprehensive Cash Flow
  - Gross After Tax Cash Flow
  - Operating Cash Flow (Emphasis will be here)
  - Investing Cash Flow. What is Free Cash Flow?
  - Financing Cash Flow
- Summary & Conclusion

