



# Business Financial Intelligence Online Seminars



## Curriculum Overview

- completely customizable to client's needs

### Timing:

3 x 90mins webinars on the same or different days

### Core Objectives:

- **Our Business Model** - For participants to have increased confidence in their ability to understand how their company makes money and to see the direct correlation between the work they do every day and the organization's business model.
- **Profit and Working Capital** - For participants to better understand how they can improve profit margins and working capital efficiency within their company, regardless of their job role.
- **Key Performance Indicators** - For participants to better understand the key performance indicators of their company; how they're calculated and why these vital few measures demand attention and continual focus.
- **Understanding Financial Statements** - For participants to have increased confidence to be able to read and impact an income statement and balance sheet – the primary financial statements.

### Webinar 1 of 3 Outline\*

Module	Title	Time
Module 1	Welcome, Introductions and Learning Objectives	10 minutes
Module 2	So, What Do You Know? ~ Quiz	30 minutes
Module 3	The 3 Levels of Margin Part 1	35 minutes

### Webinar 2 of 3 Outline\*

Module	Title	Time
Module 3	The 3 Levels of Margin Part 2	25 minutes
Module 4	The Working Capital Cycle	50 minutes



## Webinar 3 of 3 Outline\*

Module	Title	Time
Module 5	Our Key Performance Indicators (KPI's)	25 minutes
Module 6	Understanding the Primary Financial Statements	45 minutes
Module 7	Summary, Additional Resources and Evaluations	5 minutes

\*If the webinars are being held on the same day, a 10mins break is recommended after the first 90mins webinar and a lunch break between the second and the third webinar

## Module Summaries

### Module 1 - Welcome, Introductions and Learning Objectives (10 minutes)

**Objective:** To help participants feel welcome and to remove all distractions from the learning environment. Participants will sense an effective learning environment that is collegial, interactive and purposeful. Participants will understand why this subject is of importance and will have the opportunity to express their own expectations from today's investment in their professional development. This section will also include a brief overview of the day ahead.

Lesson 1	Opening Comments	2 minutes
Lesson 2	Introductions and Learning Objectives	3 minutes
Lesson 3	Learning Agreement	5 minutes

### Module 2 - So, What Do You Know? ~ Quiz (30 minutes)

**Objective:** Participants are surprised by their own lack of knowledge (along with the lack of knowledge from other participants in the room) towards the financial performance of the company that employs them! Participants are encouraged to consider they would know these numbers IF it were their own business. Participants begin to build confidence in understanding the financial language within the *Game Show-type Quiz* that initially seemed daunting and are engaged with the promise they will be able to find and calculate the answers to these numbers "within less than 7 minutes" when the company financials are analyzed later today. Time is initially spent to ensure the related terminologies are understood.

Lesson 1	So, What Do You Know? ~ Quiz	30 minutes
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### Module 3 - The 3 Levels of Margin (55 minutes)

**Objective:** To help participants better understand the calculations and importance of the three different types of margin (gross, operational and net). Participants will understand how their work impacts the different aspects of margin and will discuss and commit to specific ideas they can implement in the work they do every day to improve the company's profit performance. This module also helps those in a client-facing role better understand how their products and service can positively impact the margin of clients they service.

Lesson 1	Case Study - calculate 3 Margins	10 minutes
Lesson 2	Case Study - ideas to improve 3 Margins	15 minutes
Lesson 3	The Cost of Money	5 minutes
Lesson 4	Ideas to improve our 3 Margins	25 minutes

### Module 4 - The Working Capital Cycle (50 minutes)

**Objective:** To help participants better understand what four elements comprise the working capital. Participants will understand how their work impacts the different aspects of the working capital cycle and will discuss and commit to specific ideas they can implement in the work they do everyday to improve their company's performance. This module also helps those in a client-facing role better understand how their products and service can positively impact the working capital cycle of their clients.

Lesson 1	The Working Capital Cycle - definition and high/low game	10 minutes
Lesson 2	Case Study – Calculate Working Capital measures	15 minutes
Lesson 3	Case Study – How improve Working Capital?	5 minutes
Lesson 4	Ideas to improve our Working Capital	20 minutes

### Module 5 - Our Key Performance Indicators (KPI's) (25 minutes)

**Objective:** To help participants better understand why their company focuses on specific Key Performance Indicators (KPI's) and how these measurements impact profit margins and the Working Capital/Operating Cycle. Participants will better understand how their work impacts each of the KPI's.

Lesson 1	Overview of our KPI's	15 minutes
Lesson 2	How Do I Impact the KPI's?	10 minutes



seminars



keynotes



coaching



online

## Module 6 - Understanding the Primary Financial Statements (45 minutes)

**Objective:** To help participants better understand two of the primary financial statements used in business (the Income Statement and the Balance Sheet). Participants will also understand why an annual report is produced; who its users are and how to identify and calculate the numbers initially discussed in Module 2's Game Show Quiz.

Participants will discuss the company's financial performance over the last 3 years and will compare performance with 2-3 of their competitors. Participants will discuss practical ideas to either (a) continue to outperform the competition or (b) to close the gap on the competition. Participants will also understand why a high stock price is desirable and what benefits arise from a high stock price.

Lesson 1	Why is an Annual Report produced?	3 minutes
Lesson 2	The Income Statement and the Balance Sheet	10 minutes
Lesson 3	Analyzing our performance for the last full year	10 minutes
Lesson 4	Analyzing our performance for the last 3 years	10 minutes
Lesson 5	Analyzing our performance against competitors	10 minutes
Lesson 6	The Benefits of a High Stock Price	2 minutes

## Module 7 - Action Planning, Recommended Resources and Next Steps (5 minutes)

**Objective:** Participant review the work completed throughout the seminar and commit to at least 3-5 actions using the SMART (specific, measurable, actionable, realistic and time-bound) acronym. Additional resources are pointed out to the participants to help in their ongoing journey to sharpen their business financial intelligence. Participants are encouraged by the invitation to attend a future Earnings Call Debrief as part of the company's commitment to develop this vitally important mindset and skillset.

Lesson 1	Action Plans – personal commitments	2 minutes
Lesson 2	Recommended Resources	1 minute
Lesson 3	Earnings Call Debriefs	1 minute
Lesson 4	Closing Comments & Evaluations	1 minute

