DailyDAC, LLC d/b/a Financial Poise™
1954 First Street, Suite 178 Highland Park, IL 60035
www.financialpoise.com 312.469.0135

FINANCIAL POISE WEBINARS

MBA IN A DAY-
ESSENTIALS OF FINANCE & ACCOUNTING 2017

Sponsored by: EisnerAmper

SERIES OVERVIEW

Recommended for any business person or attorney who, though not a finance or accounting major, finds herself today needing to understand finance or accounting. Perhaps you were a marketing major who just launched a start-up. And, because finance and accounting is at the heart of both so many business transactions and business disputes, this webinar series is particularly recommended for any attorney who is not also a CPA or MBA. Packed with illustrative examples, helpful anecdotes and real-world case studies, this series will teach you some of the key take things you need to understand about finance and accounting. Each episode is delivered in Plain English understandable to business owners and executives without much background in these areas. Yet, each episode is proven to be valuable to seasoned professionals. As with all Financial Poise Webinars, each episode in the series brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. And, as with all Financial Poise Webinars, each episode in the series is designed to be viewed independently of the other episodes, so that participants will enhance their knowledge of this area whether they attend one, some, or all of the episodes.

EPISODE SUMMARIES

EPISODE #1
EBITDA and Other Scary Words
September 28th, 2017 at 10am CST

This webinar explores the ins and outs of financial language and how you can navigate the seeming labyrinth of a language that can sound foreign and in some ways counterintuitive. You will learn the correct use of EBIT, EBITDA and EBITDAR while also dealing with concepts like Cap Rate vs. Capital

Cost. This webinar will also shed light on issues with ROI and Payback among other valuation tools and explain what a Cash Conversion Cycle looks like for your business.

EPISODE #2

How to Read a Balance Sheet –And Why You Care!
October 19th, 2017 at 10am CST

Balance sheets can be confusing to anyone but the hard core financial person or CPA. This webinar will demystify the balance sheet while also highlighting what different financiers care about the most. This will give you the information you need to have conversation where you can hold your own at the negotiation table.

EPISODE #3

The KPI - Cash Flow Modeling and Projections
November 16th, 2017 at 10am CST

You can chase a lot of financial measures of your worth, but nothing ever stacks up to cash flow. Like a boat captain on a rough sea, being able to see what is coming at you financially is absolutely invaluable for business owners and investors. Cash flow models are the absolute go-to tool for reviewing companies in distress, yet they are also invaluable to venture capitalist who must manage long range investments as well as fast growth. In this webinar, you will learn the basic components of a cash flow model, why it is weekly and not monthly and why 13 weeks is the usual length. This webinar will also discuss what type of data is best for making an efficient and practical cash flow model, as well as best practices for reporting and pitfalls associated with modeling and balance roll forwards.

EPISODE #4

Where Did All My Profits Go? a/k/a Mastering the Concept of Working Capital
December 14, 2017 at 10am CST

Working Capital is the elemental center of cash flow which is the lifeblood of an organization. At the same time Working Capital can suck up all of your cash and render your company insolvent. Understanding the various parts of working capital will allow you to develop a plan for taming your working capital and, instead, have it work for you. In this webinar you will learn what parts of the balance sheet make up working capital and what actions cause the most problems with cash flow. Also this webinar will cover best practices for managing working capital that will allow you to avoid working capital issues that can negatively impact cash flow, tax acceleration and make financing difficult to fine.