



FINANCIAL POISE WEBINAR MBA IN A DAY- ESSENTIALS OF FINANCE & ACCOUNTING 2018 Series Summary

ABOUT THIS SERIES

“If you don’t know your numbers, you don’t know your business.” This is a common refrain that is equally applicable to attorney and other consultants who work with businesses.

This webinar series is designed for you if you are a startup founder, business owner, executive, investor, attorney or consultant who, though not a finance or accounting professional, finds herself needing to understand finance and accounting. It won’t make you an expert but it will give you the tools you need to speak with experts in order to get more out of them and it will provide a solid foundation on which you can build.

Packed with illustrative examples, helpful anecdotes and real-world case studies, this series teaches you some of the key take things you need to understand about finance and accounting.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. 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 episodes.

About Episode #1



EBITDA and Other Scary Words

March 15, 2018 at 3:00 PM 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. This webinar teaches the correct use of EBIT, EBITDA and EBITDAR while also dealing with concepts like Cap Rate vs. Capital Cost. This webinar also sheds light on issues with ROI and Payback among other valuation tools and explain what a Cash Conversion Cycle looks like for your business.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About Episode #2

How to Read a Balance Sheet –And Why You Care!

April 12, 2018 at 3:00 PM CST

A balance sheet provides a snapshot of a company's assets, liabilities, and equity. It is one of several major financial statements used to manage a business, and is a critical due diligence item used by lenders and investors in deciding whether to provide capital to a business. This webinar explains the basics of understanding a balance sheet and puts it in context by also touching on the other key financial statements.

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About Episode #3



The KPI- Cash Flow Modeling and Projections

May 10, 2018 at 3:00 PM CST

You can chase a lot of financial measures of your business, but nothing 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.

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. This webinar discusses 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 also discusses 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.

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About Episode #4

Where Did All My Profits Go? Mastering the Concept of Working Capital

June 7, 2018 at 3:00 PM CST

Stated simply, Working Capital = Current Assets - Current Liabilities. This equation helps a company (and its financing sources) understand whether it has enough short term cash inflows to cover its short term cash outflows, also referred to as liquidity.

But it's not as simple as that. And, because it is the elemental center of cash flow, which in turn is the lifeblood of any business, it deserves much attention.

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. It



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also covers 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 find.

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