

PROFIT MASTERY

**"If you don't know your numbers,
you don't know your business."**

**Register by:
September 27**

**Students
Only \$25**

Join the Profit Mastery Program

Program is delivered over seven sessions featuring a LIVE keynote address and first session, online video Profit Mastery curriculum - and seven virtual sessions to accompany each lesson. The seventh session is a summary of all six Profit Mastery modules.

Why Profit Mastery?

Starting and running a business is always a challenge, given the failure rate of 50-70% in the first four years. The economic volatility of recent COVID-19 disruption has only amplified confusion, anxiety, and fear.

Profit Mastery is an internationally-acclaimed leading financial management program that gives participants the tools and confidence needed to manage their businesses by the numbers. The program provides independent business owners **unparalleled financial perspective** and tools to take advantage of opportunities - and deal with challenges. Managing a business without Profit Mastery is like setting out for an unfamiliar destination without a road map, and the case-study format enhances the **application** to your network. You'll be introduced to invaluable management resources that should be part of every business owner's tool kit. *You will laugh too. We promise!*

Who is Your Profit Mastery Instructor?

Steve LeFever, MBA, CFE, is the founder of Profit Mastery and one of the most unusual bank managers you'll ever come across. He is arguably the most dynamic financial and independent business advocate working in North America today, and he is amazingly adept at presenting sophisticated financial concepts and tools in practical, understandable language. This is finance like you've never seen it before!

What's Included?

- Unlimited three-month access to the Profit Mastery online video curriculum.
- Unlimited* access to seven supplemental virtual 20 to 40-minute sessions (live or archived) to enhance each Profit Mastery online module with introductory and summary comments.
- Downloadable course materials for each module.

***Access to the archived sessions will expire one month from the date of the last recorded session.**

How to Attend Profit Mastery:

START DATE: Kickoff Event

**Friday, September 30
Mesa Arts Center**

TIME: 9:00am - 10:30am

COST: \$149 Mesa Businesses

\$199 Non-Mesa Businesses

\$25 for Students with ID

Register:

www.mesachamber.org

**For questions: Kelley Keffer
kelly.keffer@mesaaz.gov**

Who Should Attend:

Business owners, managers with direct financial responsibility, and anyone interested in learning more about financial management.

"Excellent presenter who kept us engaged for the entire program!"

- Trendy Entertainment, Gainesville, FL

"Steve made the information come alive."

- McGriff Williams Insurance, Gainesville, FL



Profit Mastery University Course Syllabus

Week #1 -

Profit Mastery Module #1 - Introduction: Creating a Foundation for Success

In this introductory presentation, participants learn the primary causes of business failures/under performance and how to avoid them.

Understanding the importance of monitoring financial position is stressed, along with an action plan for achieving and maintaining the **seven key steps** to "fiscal fitness."

Week #2 -

Profit Mastery Module #2 - Financial Ratio Analysis: the "Foundation" of Profit Mastery

This presentation takes attendees beyond the basics of financial statement analysis in a sophisticated, decision-relevant format. Working through a real-life case study, participants explore the specific techniques of strategic financial analysis. Participants will learn about financial ratios and how to use them to analyze their company's financial performance and to create change for the future. The presentation will then move from simply identifying the symptoms of financial distress to learning how to solve the problems that cause financial distress and then to quantify the effect of management inefficiency. Participants will be introduced to the **"Scorecard," Cause and Effect Roadmap, and the "Profit Mastery Assessment."** After this presentation, participants will understand what financial statements really tell them about their business and have the expertise and confidence to take action. No prior financial expertise needed.

Week #3 -

Profit Mastery Module #3 - Price-Volume-Costs

Break-Even Analysis is the tool that lets owners and managers gauge the results of changes in costs, volumes, or pricing. Break-Even provides a method to analyze the present to help drive future profits higher. We'll introduce **"YOUR MAGIC NUMBER"**- what is it, how do you calculate it, how do you use it in every operating decision you make?

Week #4 -

Profit Mastery Module #4 - Cash Flow

This presentation cuts straight to the bottom line with a discussion of why you need to perform cash flow analysis, how to do it, and the impact it can have on the way you run your company. Participants will build a profit plan and cash budget on a step-by-step basis. **We'll focus on the "CASH FLOW VS. PROFITS" dichotomy**, why you need both, and what are the "drivers" of each one. The case study also explores the effect of **seasonal sales cycles** on cash flow and profits.

Week #5 -

Profit Mastery Module #5 - Financial Gap Analysis

While growth and recession get measured on the income statement, they're typically paid for on the balance sheet. Without carefully managing your business' balance sheet to take positive control of growth, you can fall into the **"Financial Gap."** This unique presentation allows participants to assess their current survival position, identify the potential costs of future growth, as well as get acquainted with the **"Sponge Technique,"** an innovative, realistic strategy to wring much needed cash out of a balance sheet.

Week #6 -

Profit Mastery Module #6 - Dealing with Banks - and the "Snake on the Ramp"

Almost all companies have needs for additional capital at one time or another. There are many sources of funds for both debt and equity. Regardless of the source, a business owner must tell his or her story in a way that makes sense (and gets results). Learning the secrets to this process is the topic of this presentation. Participants will also learn how to properly package and communicate information to increase their chances with funding sources. The topic of transition planning is addressed and resources that support this process are provided.

Week #7 -

Profit Mastery Final Wrap-Up/Key Takeaways

In this final week we will do a wrap-up of the entire course. Steve will discuss and review all six modules - and highlight the key "action items" to incorporate into your ongoing management.

"In September of 2009 we developed our four key strategic objectives which we will see right here:

- Increase Franchise Profitability
- Increase Average Center Volume to \$1,000,000
- Increase the Value of the FASTSIGNS Brand
- Further increase Franchisee Satisfaction

The first and most important was to increase franchisee profitability. Now, we set a goal and the goal was to increase franchisee profitability by 50% and let me give a plug for one of the vendors here: we undertook the Profit Mastery training - outstanding training - that really helped our franchisees understand not only how to build profits but to understand the balance sheet ratios and understand that cash is king and you need to accumulate it."

- Catherine Monson, CEO FASTSIGNS and IFA Chairwoman