Profit Mastery®

Cash Flow Masterclass
Course Outline

There are 3 modules to this program:
- Tracking cash flow and reading cash flow statements (fundamentals)
- Cash projections – short-term (13-week cash flow) & long-term (cash budget)
- Strategies and tactics for increasing cash flow

Module 1
- Cash vs. accrual accounting – understanding the basics to read a cash flow statement
- 3 sections of the cash flow statement – operating vs. investing vs. financing
- Anatomy of the cash flow statement – case study, what does everything mean, what are we looking for
- Tracking cash flows – 2 ways: direct vs. indirect

Module 2
- 2 methods for cash projections: 13WCF and cash budget
- 13-week cash forecast (13WCF) – short-term cash projections (weekly)
- Cash budget – long-term cash projections (monthly)
- Full demo on how to build and use these cash tools

Module 3
- Using the cash tools from Module 2
- Finding your "financial situation" to guide your cash flow strategy
- Case studies and outlining "good" vs. "bad" cash flow profiles
- 5 areas we can manage/influence our cash generation
- Checklist of 20-30 tactics for driving cash flow (accelerate inflows, delay or eliminate outflows, one-time boosts)

>> Access course webpage here

Still have questions?

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