

# Understanding Accounting & Finance

- ***Better Financial Understanding for the Non-Accountant***
- ***Using Financial Ratios for Performance Improvement***
- ***Financial Basics for More Effective Management***

This is a high-impact interactive program, loaded with practical ideas and techniques to help business people make better business decisions.

Financial information is one of the most critical management tools for evaluating business success and profitability. Yet far too many business people are unable to use this information to enhance profitability.

This program is especially beneficial with today's emphasis on Teambuilding and Employee Involvement, where responsibility, authority, and decision-making are shifting to lower organizational levels.

## **Program's Primary Focus:**

### **Using Financial Statement "Skeletons" for Comprehension**

Statement of Income (How we're doing)  
Balance Sheet (Where we are now)  
Statement of Cash Flows (Where from, where to)

### **Understanding Your Organization's Critical Numbers**

Critical Numbers are the numbers that *determine* levels of success, not just *measure* it. This program helps you identify the proper *performance measures* that align with each Critical Number.

### **Financial Ratios Each Business Person Should Understand**

Ten Ratios to Unlock the Meaning Inside the Numbers  
Ratio Analysis for Business Planning and Forecasting  
Performance Ratios for Profit Improvement

## **About the Speaker:**

Jack Park, MBA, CPA, CSP, is an experienced businessperson who speaks to corporations and associations in more than 30 states nationally each year. He spent 22 years in financial management with four major corporations before founding his own consulting firm, Financial Insights – Team Gridiron. Jack specializes in leadership development, strategic planning, profitability improvement, business development, and communication skills.

### **Financial Insights - Jack Park, MBA, CPA, CSP**

2439 Andover Rd Columbus, OH 43221

614-481-0214 [jp31@jackpark.com](mailto:jp31@jackpark.com)

[jackpark.com](http://jackpark.com)