



Understanding Accounting & Finance

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

This program 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 to evaluate 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, Total Quality Management (TQM) and Employee Involvement, where responsibility, authority and decision-making are shifting to lower organizational levels.

Program's Primary Focus:

- **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* to be aligned with each Critical Number.
- **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)
- **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 organizations in more than 30 different states across the country each year. He spent 22 years in financial management with four major corporations before forming his own consulting firm, Financial Insights – Team Gridiron. Jack specializes in profitability analysis, strategic planning, activity-based costing, and financial leadership.