

# Profit Mastery: Practical Tools for Control, Survival & Success

April 23 & 24, 2012, at the Hagerty Center in Traverse City

Profit Mastery is a two-day program designed to enhance the financial management skills of all businesspeople.

## Graduates of Profit Mastery will learn:

- The seven steps to business success
- Why and how to benchmark company performance
- To quantify the financial payoff of changing management behaviors
- Methodologies for managing profits
- The difference between “making profit” and “having cash” and how to do more of both
- Practical ways to improve cash flow
- To predict, manage and control the financial effects of growth
- How to be prepared to get what you need from financing partners
- To create effective, practical plans to improve the financial health of a business

## Details:

The cost for the two-day session is \$495, and includes the Profit Mastery workbook and materials, lunch for both days and a reception. This course qualifies for 16 hours of CPE credits for CPAs.

## Who Should Attend?

Business Leaders, Key Managers, Business Advisors, and others whose decisions have an impact on your company’s financial performance.

**“Steve LeFever is one of the best speakers I have ever seen, and the best by far on this topic. I recommend you run...don’t walk, to sign up for this outstanding program.”**

— Larry Cassidy  
Vistage Chair & Cope Award winner

## About the presenter: Steve LeFever



Part comedian, part financial manager, former commercial banker, current entrepreneur and world-class presenter. Steve drives home his message with a no-nonsense, laugh-out-loud approach that makes him the top-rated presenter at virtually every conference he attends. Driving financial discipline and initiating change in diverse types of organizations can be a big challenge — and in this area, Steve LeFever can do it like no one else.

Visit [www.tbonm.com/pm.aspx](http://www.tbonm.com/pm.aspx) for more information.

Register by April 13, 2012. See back for registration information.

# Profit Mastery Agenda & Registration

## April 23, 2012

7:30-8:00 REGISTRATION

8:00-10:00 INTRODUCTION AND OVERVIEW

- Business Owner Roles, Responsibilities and Management Styles
- The Seven Financial Reasons Businesses Fail
- The Impact of Sound Financial Management
- The Working Capital Cycle & the Financial Operating Cycle
- Managing the Cycles More Efficiently

10:00-10:15 Morning Break

10:15-12:00 MONITORING FINANCIAL POSITION

- Understanding the Income Statement: Taking a New Look
- The Role of the Balance Sheet: Understanding the "Forgotten Statement"
- Using Financial Ratios to Measure Efficiency and Plan for Greater Success
- Case Study and Practical Application

12:00-1:00 Lunch (Provided)

1:00-3:00 CAUSE & EFFECT: THE ROADMAP TO A BIGGER BOTTOM LINE

- Using Financial Ratios to Measure Efficiency
- The Importance of Industry Parameters and Other Financial Guidelines
- Identifying Financial Distress
- Seeing the Symptom
- Identifying the Cause of the Problem
- Prescribing a Cure
- Improving Cash Flow, Profitability and Operating Efficiencies

3:00-3:15 Afternoon Break

3:15-5:00 PROFIT PLANNING AND CASH FLOW ANALYSIS

- Developing a Profit Plan and a Cash Budget
- Identifying Key Patterns of Cash Flow

5:00-6:30 RECEPTION

- Join us for hors d'oeuvres and drinks immediately following the first day's session!

## April 24, 2012

8:00-10:15 PROFIT PLANNING AND CASH FLOW ANALYSIS

- Developing Seasonal Cash Budgets
- Identifying Key Patterns of Cash Flow

10:15-10:30 Morning Break

10:30-12:00 PLANNING AND MANAGING LONG-TERM GROWTH

- The Role of the Balance Sheet: Forecasting Capital Needs
- Financial Leverage and Debt Structure
- The Cost of Growth: Paying Your Bills and Managing Risk
- Planning for Successful Growth
- Case Study and Practical Application

12:00-1:00 Lunch (Provided)

1:00-2:30 INCOME STATEMENT: BREAK-EVEN ANALYSIS

- Managing the Income Statement from the Bottom Up
- Understanding Cost Behavior: Fixed & Variable Cost Patterns
- Contribution Margin: Planning for Profits
- Applying Break-Even in Your Own Business
- Strategic Application of Break-Even: Cost/Benefit Analysis
- Case Study and Practical Application

2:30-2:45 Afternoon Break

2:45-4:00 DEALING WITH BANKS AND FUNDING SOURCES

- Understanding the Loan Approval Process
- What Bankers Look for in a Loan Request
- Putting the Package Together
- Summary, Conclusions and Evaluations

**RSVP by April 13, 2012, online at [tbonm.com/pm.aspx](http://tbonm.com/pm.aspx) or to Lisa Allison at The Bank of Northern Michigan, 231.922.1402 or by email at [lallison@tbonm.com](mailto:lallison@tbonm.com) or send in the form below.**

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Send registration and payment to: The Bank of Northern Michigan, Attn: Lisa Allison, 130 S. Union Street, Traverse City, MI 49684. Make check payable to The Bank of Northern Michigan.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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