

# PROFIT MASTERY

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

## Join the Profit Mastery Virtual Program

**This program will be delivered using both the online video Profit Mastery curriculum - and six virtual orientation sessions to accompany each of the 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!

### How to Attend Profit Mastery:

**DATES:** Sept 7-Oct 18, 2020

**TIME:** On Demand/Online

**COST:** FREE - to Small Business Owners impacted by COVID-19 (Retail price US\$895)

### What's Included:

- Unlimited three-month access to the online video curriculum.
- Unlimited access to six supplemental virtual 45-60 minute sessions (live or archived) featuring Steve LeFever.
- Downloadable course materials for each module.

### To Register, Contact:

Barry Kirchoff, 320-308-4059  
Central Region SBDC  
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# Profit Mastery University Online

## 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/underperformance 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 often 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.