



# Give Us the Business™ *(Please)*



...Creating a strategy to improve  
financial performance

***A one-day tutorial  
on maximizing financial  
performance***

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Everybody in the Organization is being held to bottom line results. It's not enough to hit soft metrics – managers have to show consistent improvement in their individual unit's financial performance. Managers need to run their "businesses" with a measurable impact on overall corporate performance. What does that mean? For one thing, it means that managers have to understand the principles of business. They have to have knowledge of finance, operations, production, and marketing. The reality is, however, that many managers and employees lack the basics that could mean a difference in their own, and the company's, success.

Give Us the Business™ helps managers and employees understand how financial performance is measured using financial reports. Building on that understanding, they learn how to impact those results by "operating the 3 levers of management" - Profit Margin, Asset Turnover, and Financial Leverage. They learn how, by creating a value proposition, they can impact corporate performance. The course is designed on the business link between financial performance, marketing, operational decisions, and action planning.

Participants learn and practice these concepts in the context of your business, and apply them to their own units. The result is a clear understanding of how to improve the financial performance of their unit. They go back to their jobs with new knowledge and a plan for direct financial improvement to the bottom-line.

## COURSE OVERVIEW

### 1. Using Financial Reports to Measure Performance

- How to use financial reports to measure financial performance
- The levers of financial performance – the DuPont Formula
- Profit margin
- Asset turnover
- Financial leverage
- Ratio analysis
- Control ratios

### 2. Impacting Financial Results

- Creating strategy
- Approaching the market
- The value proposition
- Selecting your approach
- Operating decisions and financial impact
- Pricing
- Cost cutting

### 3. Application to Your Organization

- Case studies
- Action plans
- Communicating to your team



## Find Out More

Give Us the Business™ is a one-day, instructor-led course that can be delivered at your location. The course will be presented by Stephen Forrer who has been a consultant to the Fortune 100 for over 25 years. Steve has a Ph.D., M.B.A. and was formerly Dean and Vice Chancellor at University of Maryland University College. He has traveled and consulted internationally and has just returned from presenting this program to new managers in China. Call for cost information.

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