



The Stratactics Game™

Finance For Non-Financial Professionals

Linking Finance to Business Operations



**Your performance is measured on bottom line results.
We make sure you know how to drive those bottom lines.**

Learn to support your team's ability to manage sales, expenses, and assets in a way that improves profit, cash flow, and return on capital with our revolutionary yet simple approach

What You Will Learn

The Stratactics Game™ transforms financial knowledge and concepts into decision-making tools that help you:

1. Drive operational performance
2. Manage sales, expenses, and assets
3. Forecast and deliver predictable results

Who Should Attend

This program is designed for non-financial professionals in every functional area of responsibility who need to:

- ▶ Understand key financial principles
- ▶ Analyze business opportunities
- ▶ Assess risk
- ▶ Drive financial performance
- ▶ Communicate financial results

What Topics Are Covered

Fundamentals of Finance and Accounting

- Key elements of business strategy
- Basic accounting principles
- Demystifying financial statements
- Structure and purpose of balance sheet, cash statement, income statement
- Distinguishing assets, liabilities, and equity
- Difference between cash and earnings
- Defining 3 types of cash flow
- Relationships of the 3 statements

Financial Analysis and Decision Making

- Analyzing 3 financial statements
- Learning the 3 bottom lines
- Evaluating company performance using the annual report
- Identifying crucial drivers and key performance indicators
- Working capital management
- Making strategic financial decisions
- Applying financial knowledge to your job
- Sources and uses of cash

Event Info

Date: June 26, 2012
Time: 8am - 5pm
Price: \$325 per person
Venue: Sheraton Denver West
 360 Union Boulevard
 Lakewood, CO 80228

Registration Info

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