

# Common Sense Finance

*Make wise business decisions by developing an understanding of your company's financial information.*

## **This workshop will help you to:**

- Gain perspective and develop a deeper understanding of the financial issues facing you
- Develop a working knowledge of basic financial terms and accounting systems
- Develop a working knowledge of some of the most important types of information produced by accounting system – financial statements

## **The workshop is spread over three, half-day sessions:**

- Day 1: Understanding your Income Statement and Balance Sheet
- Day 2: Understanding your Cash Flow and Planning for Your Future Financial Needs
- Day 3: Managing Your Accounting System - Understanding Reports and Using Your Financial Data to Help You Make Management Decisions

## **Who should attend?**

Small Business Owners and Managers who:

- want to feel more comfortable with financial tools
- have little or no knowledge of their business financials
- have some understanding but would like to fully understand income statements and balance sheets
- want to understand what lending institutions consider when analyzing credit risk
- question what their financial statements are really telling them (or outside people)
- wonder if they will have enough money to pay their bills on time and wish they had a better handle on when money will flow in/out of their business
- want to use their financial system (QuickBooks) more extensively
- want to gain more confidence in using the financial statements and reporting functions with financial system (QuickBooks)

## **Seminar Details:**

**When:** Thursdays, June 17, June 24 and July 1

**Time:** 8:00 a.m. - 12 noon

**Where:** St. Cloud Country Club  
301 Montrose Road  
St. Cloud, MN 56301

**Cost:** Early Bird \$129 before June 1, 2010  
Non-Early Bird \$149 after June 1, 2010

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