

Introduction

Many people go into business because they like to make something or sell something not because they like finance. Despite this, finance plays an integral role in the overall performance of any business. Finding someone who can explain this information to you in lay man's terms is often even harder. This is why Westpac introduced the Beyond Survival Series of one day Workshops. Our expert presenters will take you step by step through real every day business examples. Show you what to look for in your financial statements, some basic principles and key financial tools that can save you time, money and make you more profit. Beyond Survival costs just \$395 per module (inc.GST) and includes a comprehensive reference manual, a calculator & all day catering.

Early bird offer - If you register and pay for all three modules upfront you pay only \$999 (inc GST)

A DVD of module one and two is now available to assist those business owners who are time poor and prefer self-paced training. It costs just \$295 (including GST) and comes with a comprehensive reference manual & calculator.

To register your place at the next workshop or to find out more please call **1800 012 501** or visit www.westpac.com.au/business.

Workshop Overview

Module one - Looking at where your business is at today

Are you working longer and harder but the bottom line isn't getting any bigger? Are you far too busy running the business to worry about doing the books and looking at finance? Do you want to know where all the cash has gone in your business and how to get it back? Would you like to be able to understand how to assess where your business is really at financially today? Module one will address these issues and other key areas that will improve the performance of your business.

Course outline

- Understand why financial management is important in your business
- Learn seven simple steps to analyse your business
- How to improve cash flow and rely less on your overdraft
- Determine the trends in business and use benchmarking to measure performance
- Work out how many sales are needed to break-even
- Understand what the numbers in the profit & loss and balance sheet really mean
- Learn how to use a simple tool known as "the roadmap" to improve the cash flow in your business

Module two - Plan where you want your business to go

Are your financial statements showing profits but you never seem to have enough cash? How much money do you need to borrow to support the growth in your business? What things should be considered when planning the future of your business?

Module two will break these decisions into simple steps so you can plan where you want your business to go.

Course outline

- Build a future cash flow budget and profit plan
- The difference between profits & cash and their uses in business
- Planning for future growth and transition
- How to analyse business performance
- Complete a cash flow & profit plan and learn how to use them to achieve long term success in your business
- Calculate how much you need to borrow to support the growth in your business

Module three - Use your own financials to assess & plan for your business

You bring your own financial statements to this workshop and apply the learnings from the previous two modules to your own business. You will also devise an action plan for three priority areas and come away armed with the tools to put those actions into place.

Course outline

- Follow seven simple steps to assess your business performance
- Understand the information in your financial statements
- Identify what ratios you could use to monitor your business
- Use the roadmap and identify where you can make changes in your business
- Build your own business development plan
- Work out how many sales your business needs to break even
- Learn how the decisions you are making impact your bottom line