

What You Will Learn:

- Ideas and strategies your company can use to increase financial performance
- The difference between cash and profit
- How to identify what drives cash flow in your own organization
- Why decisions may or may not result in profitable outcomes
- The concepts that provide a greater understanding of a corporate balance sheets
- How each individual can contribute to the organization's ability to meet its financial objectives

Exceed Your Business Development Objectives

Finance topics can be a tricky subject for those with a limited exposure to financial and accounting principles. This game board-based workshop incorporates a fun and competitive element which engages participants quickly. Financial concepts are demystified and are immediately applied to a new business scenario.

Who Should Attend?

This workshop is designed for entrepreneurs, experienced first-line and middle managers. It would also benefit the high potential individual contributor or anyone who wants to improve their contribution to the organization's overall financial profitability.

What Past Attendees Have Said...

"The game format was fun, and enhanced the whole learning experience. A very worthwhile day!"

"I'll never forget my 'ah-ha' moment about what drives cash flow!"

Our Instructors

Drake Resource Group workshop facilitators are financial subject matter experts (e.g., former CFO) who have experience in working with the diverse needs of adult learners. They are also extremely committed to excellence in leadership development.

Duration and Format

This is a one-day, game board-based workshop. Participants are divided into 6 teams. Each team begins its own business from scratch. Team members are the "CEOs" of their respective businesses. The instructions provided in the game board format make decisions relevant to the teams' business goals and objectives.

How to Register

For more information, go to <http://www.ascendislearning.com/forum-members/profitability/>. Groups of three or more participants from the same organization are entitled to a 20% discount. For pricing and availability, contact info@drakerg.com or call 847.540.0655.