



Financial Foundation Learning Group

Hosted by: Denise MacDonald & Steve Fisher

- Welcome
- Housecleaning & Logistics
- Why Should We Care About Good Financials

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Symptoms we see...

- Lack of Confidence
- Gut based decisions
- Check bank balance daily
- Not enough hours in the day
- Have to do it myself
- Take money when needed





Problems we hope to solve

- Setting your pricing
- Hiring and wages
- Buying new equipment
- Selling your business

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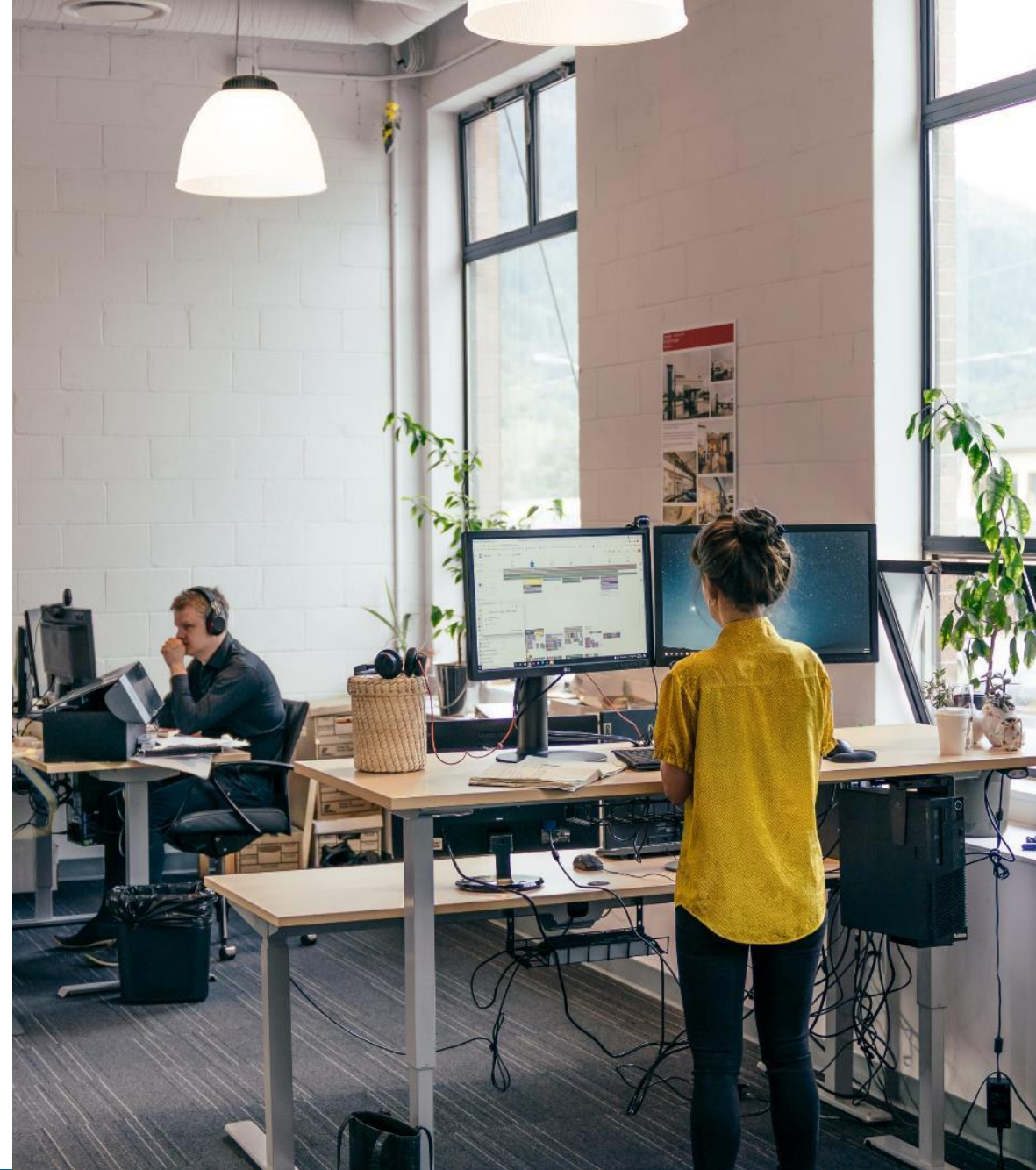


What this program is and isn't

- Sustainable, repeatable, and scalable solutions
- Working in the right system Ex: QBO, Wave, Xero, etc
- Taking your partners
- Not here to teach you bookkeeping

Regular monthly reporting & analysis

- Know what reports to ask for
- Know why they are important
- Know how to read and understand them
- Know how to do a proper analysis of them
- Know how to use them to guide your decisions
- Know how to ask better questions to maximize the benefit of your financial partners



What you will learn

- Where you are most profitable
- Mark-up vs Margin
- Margin analysis to know what to market
- Break even analysis and how it helps you run the business
- The importance of your gross margin
- When you'll have enough money to buy x
- Inventory vs COGS
- How many units to sell to pay yourself
 - Take \$50, 80K, 100K?





The end goal!

- Ability to grow or contract
- Confident decision making (Y or N)
- See issues before they are problems
- Work smarter not harder
- Focus on the important things
- Pay yourself well

AND...

- Move from reactive management to proactive leadership

Annual Profit & Loss Statement

- Annual results and taxable income
- Insufficient to optimize a business
- Exactly what you pay for
- **You need revenue categories with margin analysis.**
- Discuss with Accountant & Bookkeeper
- New processes
- Different stages and we'll evolve together

- Typical annual reporting P&L
- Granular P&L with revenue categories and margin analysis
- [FFLG Week 1.xlsx](#)

Trailing 12 Month P&L (TTM)

- Review financials every month
- Month end closing procedures, **it is your job**
- Make time to do this
- Discuss your contract with Accountant/Bookkeeper

- Base level TTM
- Granular TTM with revenue categories and margin analysis
- [FFLG Week 1.xlsx](#)



Q&A

Put questions into the chat



Homework

- Bring your most recent year end P&L
- Produce a Trailing 12-Month (TTM) P&L for most recent month ending
- Calculate Gross Margins if possible

www.bbaprogram.ca

See you next Thursday
Thank you!

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