

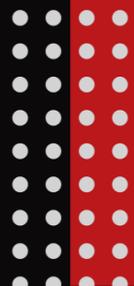


# MAKE BETTER DECISIONS



## USING FINANCIAL STATEMENTS

WITH DR. CRYSTAL GIFFORD





# Welcome!

## Meet Your Trainer

Crystal has been an expert in the art of directing human behavior with financial data for more than 20 years. Her unique approach to making "the numbers stuff" fun, approachable, and useful for decision-making makes her presence a valuable asset to small organizations worldwide looking to improve their bottom line.

**Dr. Crystal D. Gifford**

Financial Economist

Decision Making & Human Behavior



## Purpose

During this program, we teach key decision makers (KDMs) such as employees, managers and staff how to make intelligent, profitable, resource-saving decisions with a clear understanding and proficiency with financial data. The technique uses simple, relevant mastery of financial statement elements without requiring employees to become accountants to help guide decisions toward company goals.



## Audience

This training focuses on improving decision making among your:

- Key employees, managers and decision makers within your organization
- Stakeholders with interest in the future of company success
- Employees who wish to take on more managerial and decision making roles
- Staff whose work affects processes, profitability or growth potential



## Value

Upon completion of this training, employees will be able to evaluate financial data, determine its viability, and make clear, profitable decisions to help promote company objectives.



# Why Crystal?

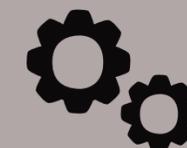
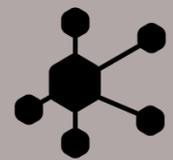
Are you tired of boring, old-school ways of learning how to use financial data?

Do you wish you could get your team on board with understanding the "number stuff" so they could make better decisions for your company?



Crystal brings a fresh approach to understanding, using, and effectively making decisions using financial data. Demystify the numbers and step into new confidence and bolder bottom lines with this easy to follow "numbers tell stories" training.

Customized to meet the demands of your changing industry, Isn't it time you get the help you need to train, develop and support your staff into becoming decision-making assets in your organization.



# Program Outline



**1** Discovering Financial Data, Data Sources, and Flow

**2** The Economics of Business. Identifying Factors that Affect Success in Your Company

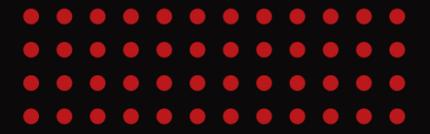
**3** Analyzing the Impact of Decisions on Finances

**4** Reading Projections and Making Forecasts for Impact of Key Decisions

**5** Creating Your Decision Parameters--Your Company's "Decision Impact Blueprint"

**6** Creating and Measuring Sustainable and Effective "Key Decision Behaviors"

# Skills Gained



## Empower Your Role

Learn how accounting works--and what it means for your role

## Tell the Story

Discover how to easily find and use information from financial statements and uncover the stories they tell.

## Create More Certainty

Create more certainty and Save big mistakes-- Easily spot potential problems when numbers do not "look right"

## Improve Communication

Communicate well with external stakeholders about financial data

# Demystify Accounting Topics

Accrual accounting and its  
Impact on Cash Flow

Garbage in-Garbage out  
--the importance of good inputs

Accounting for Managers--Internal and  
External Financial Data

What does long-term, sustainable  
growth look like for my company?

Fixed and Current Assets

Making decisions affecting cash flow

Fixed and Current Liabilities

Fiscal Year and Data Flow

# Program Highlights

Train Your Team to CONTRIBUTE in Intentional and Profitable Ways to Your Objectives, Mission and Purpose as an Organization.

## Financial Statements



Learn how to easily access and use information from the balance sheet, income statement and statement of cash flows.

## Financial Data Flow



Master the flow of financial data and what to expect as the impact to your company when a decision is made.

## Projections & Forecasting



Learn to predict and measure how decisions made today will impact your company NOW and in the Future.

## Decision Making

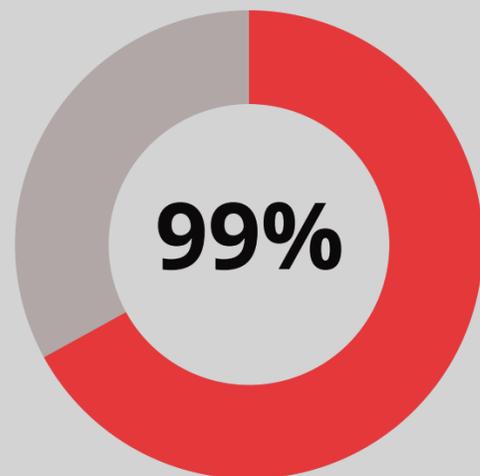


Contribute to Your Company's Developing "Decision Impact Blueprint" to Drive Future Decisions Toward Clear Objectives and Measures

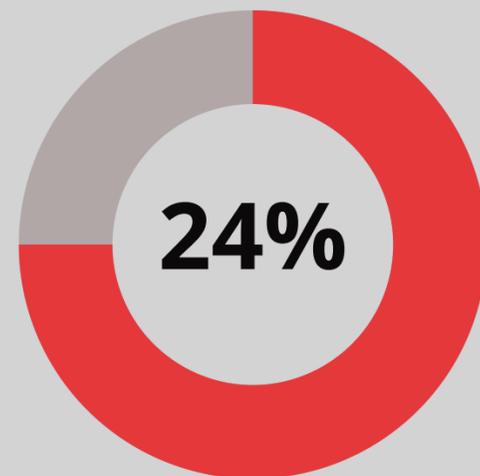
# The Facts

Research shows that investments in employee training can be said to improve profitability, customer experience, and long-term sustainability of a company.

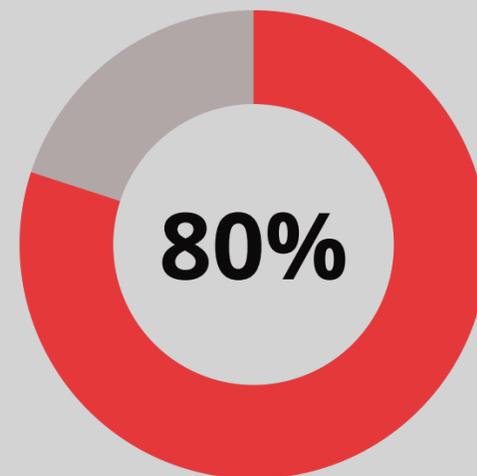
**Employee monetary errors absorbed by company**



**Increased profitability with employee training**



**Difficulties due to employee conflict**



## Profitability

Invest in your Key Decision Maker employees to increase your bottom line.

## Productivity

Employees who are involved in workplace decisions show to have higher morale, make less mistakes and stay longer.

## Higher Income to Employee Cost Ratio

Key employee training reveals 218 percent more income per employee than companies with non-comprehensive training programs.

# Let Us Help You!

Whether you are looking for a deep overhaul of the financial picture of your company, or simply want to get your team on board with your goals, we have a proven system to deliver results every time.



**MENTORSHIP**  
Custom



**LIVE WORKSHOPS**  
On-site and Virtual



**SMALL GROUPS**  
On-site and Virtual

**THANK  
YOU**

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