

Webinar on

Ratios the Road to Improve Profits & Productivity

• Learning Objectives

- ☐ *How business/financial transactions are transformed into financial statements*
- ☐ *Key components of financial statements*
- ☐ *Simple blocks and key concepts used in creating statements*
- ☐ *Simple meaning and relevance of accrual basis accounting*
- ☐ *Simple meaning and relevance of finance and accounting*
- ☐ *Key components of ratios used in financial statement analysis:*
 - Comparison*
 - Trends*
 - Cash impact in all analysis*



•

The five major categories of relevant ratios:

Profitability to measure gross and net profit

Efficiency to measure productivity and utilization of resources

Liquidity to measure how well financial obligation is being met

Solvency to measure debt encumbrances

Cash- the key business success measurement

•

The simple meaning of all ratio results and how to use them in making business decisions to improve profits and productivity

This webinar provides an in-depth understanding of business and financial activity. It converts the results indicated on financial statements to the reasons needed to improve profits and productivity.

PRESENTED BY:

Carl Young is an Author, Speaker, Trainer, Consultant, and Coach. He holds a MBA and completed graduate studies in Accounting and Taxation. He is a former CFO of a 275M, high growth technology based company. He has over 25 years of senior level business management experience. In addition, he has over 25 years of training experience in finance, accounting and business management.



On-Demand Webinar

Duration : 90 Minutes

Price: \$200

Webinar Description

All business professionals need a good working knowledge of financial statements to include how they are created and how they can be used to make key business decisions. Business/financial transactions are transformed into financial statements through an accounting process.

Three required statements are produced:

- Income Statement
- Balance Sheet
- Cash Flow Statement

The statements provide Results of business activity and not the Reasons. To understand the reasons, we must look at relevant ratios. These ratios are standard indications of business reasons and serve as the basis for key business decisions. They are derived from a combination of calculations of components of the financial statements to indicate a unique and universally accepted metric or measurement. We can glean relevant indications of the company's success from these metrics. They become the "language" through which we understand business activity and we use them to help understand and analyze financial statements and also compare one company to another or one financial period to another.

This webinar provides an in-depth understanding of business and financial activity. It converts the results indicated on financial statements to the reasons needed to improve profits and productivity. They provide the windows into the company and reveal how best to understand and analyze business and financial activity and make relevant business decisions.



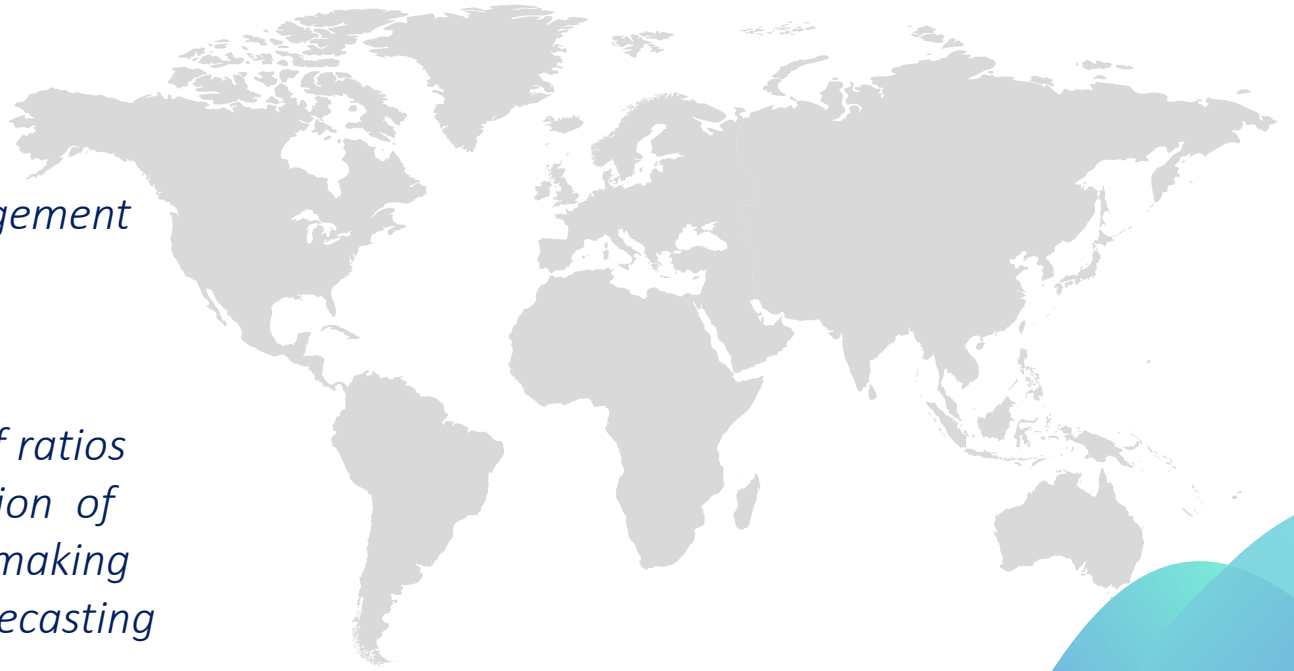
Why Should Attend ?

The session includes many attendee activity and engagement

Sample statements are provided and analyzed

Attendees are required to do the actual computation of ratios from the sample statements and will engage in discussion of the value and worth of ratios and how to use them in making business decisions that involve both operations and forecasting

Plenty of time and space for attendee Q & A



To register please visit:

www.grceducators.com
support@grceducators.com
740 870 0321