

CREATING VALUE, BUILDING WEALTH

Workshop offered by



From Financial Mystery to Profit Mastery

As the owner or manager of an independent business, you put tremendous amounts of time and effort into running the company. But how do you make sure you are not just running in place? "Profit Mastery®: Creating Value and Building Wealth" will empower you to make and keep more of your hard-earned money. This hands-on workshop is designed to take the mystery out of the numbers and give you practical financial tools and perspectives to help make better business decisions.

The Profit Mastery® workshop consists of sixteen hours of hands-on classroom activities, divided into six sessions over a three-week period. Workshops are all delivered in a practical, plain-English style to ensure the highest comprehension and retention. A certified facilitator will guide the pace, tone, and interaction during the workshop.

The workshop content is presented by world-renowned speaker, Steve LeFever, founder and Chairman of Business Resource Services. Steve teaches the workshop through a series of video segments professionally produced in front of a live audience. Steve uses a blend of information, examples, and humor to engage, motivate, and inspire you. In addition to the video content, you will master the material through quizzes, lively discussion, guided practice, and real-life application to your own business.

You will determine and evaluate the current financial position of a case study business utilizing industry benchmarks and formulas. Using our unique Profit Mastery® Road Map, you will gain the tools to chart a course for the future of your business - developing a strategic and operating plan. You will leave with a process to assess the performance of your business and a strategy to implement change.

We help you bring the numbers to life...

...enriching the core purpose of your business

"Ten years of bankers, accountants, and college courses never gave me the insight and knowledge these two days did."

David Spaeth
Ace Hardware/Spaeth Lumber
Corvallis, Oregon

You will learn to:

- ✓ Speak the language of finance and be better equipped to interact intelligently with financial and banking professionals
- ✓ Incorporate the seven steps to building value into your business
- ✓ Understand financial statements and how to use them as management tools
- ✓ Apply benchmarks in order to increase financial performance
- ✓ Understand the price-volume-cost relationship
- ✓ Predict and manage cash flow
- ✓ Manage growth effectively
- ✓ Make your business irresistible to bankers

Who should attend?

You should attend a Profit Mastery workshop whether you are a financial know-it-all or a financial not-at-all, and you have a desire to learn more about how business finance works. Anyone with direct impact on the financial performance of a business should attend, Examples are:

- ✓ Entrepreneurs (start ups)
- ✓ Business Owners
- ✓ Professional Advisors
- ✓ General Managers with any of the following responsibilities:

Accounting	Marketing
Customer Service	Operations
Expense Management	Pricing
Facilities	Purchasing
Human Resources	Research & Development
Inventory	Sales
Manufacturing	Warehousing

“We'd done everything wrong but didn't realize it until this program. We'd expanded too quickly and didn't understand the consequences. Now we know how our business really works. We owe our success to this program.”

Mike Joselyn
Building Source
Langley, WA

You Also Get...

Profit Mastery Guide

An incredible 275-page workbook designed to help you apply all of the Profit Mastery tools & techniques to your own personal situation. Participants tell us that they use their workbook for years afterward to review concepts and conduct their own company analysis.

Biz FIT Assessment

Exclusive five-part assessment that helps pinpoint action items in your own business. You will use your Biz FIT assessment on an on-going basis to monitor your progress.

Profit Mastery Road Map

A 22" X 28" laminated Road Map to use as a management tool. Pick three areas, set target goals to reach, and share them with your partners and staff. Thousands have used our Road Map to find hidden profits and cash.

Profit Finder Wheel

A Profit Finder Wheel to use in your own business - designed to help you set the right price based on your purchase price and desired profit.

Certificate of Achievement

You will earn a personalized Certificate of Achievement after completing the workshop.

Facilitator Specials

Check with your facilitator for value-added coaching services and tools to increase the benefits to you of attending our workshop.

Money Back Guarantee

Attend our workshop and put our methods and techniques to the test. If you aren't thrilled with the results over the next 365 days we'll give you your money back. All we ask is that you use our techniques and give them a fair shot. Simply show us you tried our techniques as presented, and we'll give you your money back. Fair enough?

Workshop Agenda

- Introduction to Profit Mastery
- Understanding Financial Statements
- Creating Your Business Scorecard
- Using the Profit Mastery Road Map
- Cause & Effect Relationships of Low Cash
- Using Break-Even Analysis
- Calculating, Anticipating, Managing Cash Flow
- Using Financial Gap Analysis to Manage Growth
- Thoughts on Transition, Planning, and Financing Sources

"Profit is like oxygen, food, water, and blood for the body; they are not the point of life, but without them, there is no life." (Jim Collins, Good to Great)

BizEnrich, based in Bellevue, Washington offers workshops, coaching and partner resources for small and medium-sized businesses in virtually any industry. Biz Enrich is dedicated to enriching the business experience (increasing value) for our clients. Value comes in many forms, and we focus on enriching financial performance and business relationships. BizEnrich believes that a profitable business is not only smart business, but vital to supporting the core purpose of a business.

Owner Berry Zimmerman, a certified Profit Mastery workshop facilitator, conducts workshops in the Pacific Northwest. BizEnrich markets, hosts, and facilitates the 16-hour workshops for the general business public in six three-hour sessions over a three week period. This format creates a positive learning environment while minimizing time away from your primary business responsibility - running your business.

Additional BizEnrich services include purpose and mission discovery, strategic growth planning, marketing assessments, business plan reviews, and business relationship coaching. BizEnrich is also a great resource for experienced and respected service providers in a wide variety of business needs. Please visit our website for additional information about the Profit Mastery Workshop and enrichment services. Let us surround you with "Sum of the BEST" business enrichment partners available.

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