



Program Description

The Power of Knowing Your Numbers

Oh the stories your financial statements can tell... if you only knew how to read them! QuickBooks gives you a financial picture which is just a summary of past events. It's not enough detail to help you make operating decisions. Knowing and tracking your financial performance can help you avoid disaster by monitoring trends and seeing potential challenges before they occur.

Key Decisions

- Determine what actions increase profitability and add value to your business.
- Assess cash flow for buying equipment, hiring staff and making other business decisions.
- Analyze your financials and ratios to protect your business and ensure your numbers are correct.

In this interactive program we will give you a more entrepreneurial view of your accounting which gets into more detail and helps you focus more on profitability. We will explain in Plain English where your actions show up on the financials so you can relate what you do to where it "belongs". With this detail you can take back control of your accounting and translate your financials into something you can actually use to predict future growth.

Member Value

Using their own financial statements which we ask them to bring, participants will read and analyze their own numbers. The result: By the end of the program the financials will no longer be a list of meaningless numbers that don't feel right. This plan will provide actions to help participants:

- Review the financial statements monthly and get answers from the accountant.
- Establish 2-3 key ratios to monitor and analyze for the year.
- Find areas of improvement and fix them before they derail results.

Speaker Biography

Marcy Maslov started her career in Fortune 500 accounting and finance, working for Pepsi, 20th Century Fox and Motorola in roles of increasingly higher responsibility. She lived in France, Mexico and Canada and specialized in manufacturing accounting, budgeting and international accounting. She left the corporate world for more entrepreneurial endeavors, creating Empowerment Unlimited Coaching, LLC, an executive coaching and consulting firm that brings Fortune 500 skills, financial literacy and real-world ethics continuing education to the small business community. She has become a champion for gamification to improve the quality of professional development and invented e-Factor!®, the educational board game of business ethics to make continuing professional development more fun and relevant to real world experience.

Marcy holds an MBA from Duke University and a BS in Accountancy from the University of Illinois Urbana-Champaign. She also is a Certified Professional Co-Active Coach and has served on several non-profit boards including Accounting and Financial Women's Alliance and Inventors Association of Arizona. Marcy speaks to national and international audiences on the positive value of ethics and demystifying your financials. Her programs are interactive and engage participants to use what they learn.