

STREETWISE STRONG
Baltimore

INTERiSE

Financial Picture:
Financial Statements & Forecasting



By Soledad Tanner

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#InteriseStrong



Don't run your business blindfolded!

Financial Picture: Analysis of your company

1. Understanding of your core financial statements, follow financial roadmap, make informed decisions, improve financial metrics.
2. Take control of current financial situation
3. Monthly financial meetings: Analyze to recognize challenges and adjust
4. Proactive financial management will help you to avoid cash flow and profitability issues
5. Communicate to your team





Money mistakes that businesses make!

Financial Statement and Forecast Tool

A financial statement shows you where a company's money came from, where it went and where it is now.¹



Balance
Sheet



Income
Statement



Cash Flow
Statement

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90-DAY ACTION PLAN & TOOLKIT

Recommended documents to have on hand while using this tool:

CORE DOCUMENTS

- P&L up to 3-years (actuals)
- Balance sheet - up to 3 years (actuals)
- Cash flow up to 3 years (actuals)
- Business Plan/Growth Plan

15 Tips for Effective Financial Management

1. **Discuss & Analyze Financial Results - *Monthly***
2. **Protect Your Cash Flow**
3. **Understand And Analyze Your Financial Statements**
4. **Avoid High Levels Of Debt** make companies vulnerable during a recession
5. **Develop Multiple Revenue Streams**



15 Tips for Effective Financial Management



6. **Update Your Budget And Forecast** Be realistic!
7. **Review Management Reports:** Cash forecasts, Accounts Receivable, Accounts Payable, Sales by customer, Purchases by supplier
8. **Inventory Management** review
9. **Marketing Budget & Strategy** review
10. **Review Prices** update or create packages

15 Tips for Effective Financial Management



- 11. Build Strong Customer Relationships** and deliver more value to your customers
- 12. Review Processes** Simplify
- 13. Flexible Workforce**
- 14. Be Aware of Financial Scams**
- 15. Access Community Resources**





CONSTANTLY

think about how you could be doing

THINGS BETTER

Keep questioning yourself

Turn Your Challenges Into Opportunities!

Financial knowledge *Gives You Freedom*; Know your numbers!



Solutions for Corporations

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Thank you!

Q&A

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