

CASH FLOW

INCOME

PROFIT

OPERATION

BUSINESS

FINANCE

Cash Flow Forecasting for Small and Medium-Sized Businesses

An interactive learning session on predicting and managing cash flow within your organization

According to the U.S. Small Business Administration (SBA), small businesses generate 44% of U.S. economic activity and create two-thirds of net new jobs. Now more than ever, it's important for those small and medium-sized businesses to understand cash flow forecasting—not only in order to grow, but to survive. This 3-hour interactive seminar offers best practices to help business owners, managers and financial representatives of small and medium-sized businesses develop sound and accurate cash flow projections.

An accurate forecast requires a thorough understanding of a business' current financial operations, its future business plan and requirements, along with the ability to anticipate external occurrences and market forces. Learn the proper tools and techniques to accurately forecast cash. From understanding all the complexities that affect your cash to learning how to forecast and prepare for the always changing business landscape, this seminar gives you the tools to address cash flow with a new understanding and confidence—ensuring you have the knowledge to prepare accurate cash flow forecasts that are vital to conducting, growing and continuing business.

What You'll Learn

- Understand the difference and relationship between a cash flow forecast and your company's financial and cash flow statements.
- Develop a cash flow forecast from a forecasted income statement and balance sheet.
- Learn the 5-step process to improve the accuracy of a cash forecast.
- Identify potential problems and prevent or mitigate their impact on cash flow.
- Know the difference and relationship between positive cash flow and profitability.
- Understand the deficiencies and inaccuracies of forecasting cash flow.
- Discover strategies for long term cash forecasting.
- Better understand the sources and uses of cash in business.
- Identify and understand all non-operational cash inflows and outflows and their effect on business.
- Develop techniques to prepare and adapt to continuing internal and external changes that affect cash flow.
- Learn the relationship of your Accounts Payable and Accounts Receivable cycles and their impact on cash flow.
- Tips to survive and sustain growth, while avoiding potential cash flow disasters.