



Check the pressure in
your business and learn how
to **master you cash flow to
accelerate your success**

OUTCOME REPORT



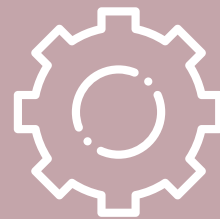
The **Business Barometer** measured you against three main areas of your business.



FOCUSED MANAGEMENT

Focused management is how you as a business owner relate to the financial aspects of your business.

It's about being able to look at your numbers and see what they are telling you without the reliance on a bookkeeper or accountant to decipher them for you.



CORE CONCEPTS

Core concepts are the building blocks of business.

They are the very foundations on which your business is built.

Without full and complete understanding of these concepts, success is sabotaged.



PLANNED GROWTH

In order to grow and scale your business, it is imperative that growth is planned and thought through financially.

This is about planning resources to support growth in order to sustain it.

These three areas are part of my **Profitable Modern Business Framework**





What is a **Profitable Modern Business**?

The Cambridge English dictionary defines “modern” as

“designed and made using the most recent ideas and methods”

or

“existing in the present or a recent time, or using or based on recently developed ideas, methods, or styles”.

The Oxford dictionary defines it as

“relating to the present or recent times as opposed to the remote past”

and

“characterised by or using the most up-to-date techniques, ideas, or equipment”.

A Modern Business is forward focused.

Today’s Modern Business didn’t exist five years ago.

The Modern Business has a focus beyond local, a global attitude, an international audience, and often utilises a team distributed across the world.

It has the ability to rapidly scale without the constraints of traditional tethered infrastructure.

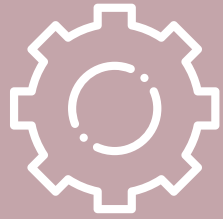
During my last 30 years in business there are definitely things I could have done differently.

I didn’t always make the right decisions and there were steps I could have taken to get me out of a messy situation faster.

It’s through this journey of self-reflection and through helping other business owners that I created the Profitable Modern Business Framework.

This framework encompasses nine key elements - three in each of the main areas - that could have saved many businesses resolve their situations a lot quicker.

Let’s take a closer look at those three areas now.



CORE CONCEPTS

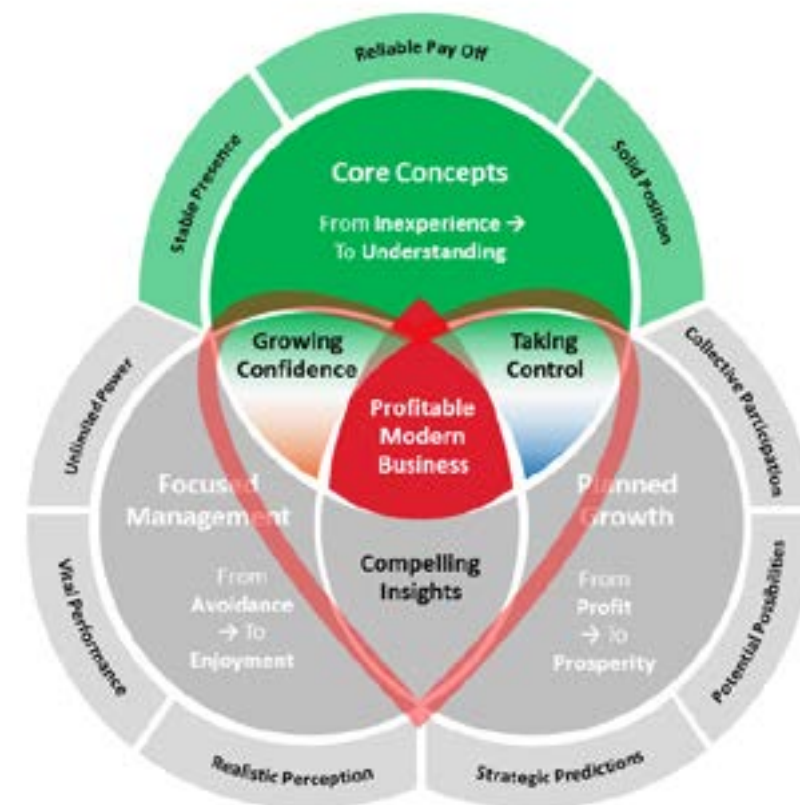
From Experience to Understanding

Core concepts are the building blocks of business.

They are the very foundations on which your business is built. Without full and complete understanding of these concepts, success is sabotaged.

Core Concepts encompass accounting terms that you may think you know, but deep down you're not really sure you do.

Core Concepts also include the basic financial reports of profit and loss statements (or income and expenditure reports) and balance sheets (or statements of financial position).



KEY UNDERSTANDINGS

Data Collection

Reviewing Data

Break Even Calculation

Revenue Streams

Expense Allocation

The Three Profits

Understanding Assets

Recognising Liabilities

Business Value



FOCUSED MANAGEMENT

From Avoidance to Enjoyment

Focused management is how you as a business owner relate to the financial aspects of your business.

It's about being able to look at your numbers and see what they are telling you without the reliance on a bookkeeper or accountant to decipher them for you.

Decision-making is much easier when you've discovered the compelling insights into the numbers and how your business is operating. This is only achieved through focused management.

KEY UNDERSTANDINGS

Financial Metrics

Non-Financial Metrics

Setting Targets

Accountability

Engaged Team

Realistic Perceptions

Management Reporting

Dashboard Reporting

Financial Reporting





KEY UNDERSTANDINGS

Review
Past Data

Update
& Plan

Integrity
Check

Budget
Training

Cash
Flow

Review &
Re-Cast

Opportunities

What-If
Scenarios

Building The
Future

PLANNED GROWTH

From Profit to Prosperity

In order to grow and scale your business, it is imperative that growth is planned and thought through financially.

Rapid growth sounds fabulous, but too often the business fails to either capitalise on the opportunity, or simply doesn't have the resources to support it and the business crashes rather spectacularly.

Growing a business is future-focused, but understanding the past is important to enable good decisions. As the leader of your business, you have to take control.



Are you a business owner who has an established service business?

Do you struggle to understand financial reports?

Do you recognise the value of knowing your numbers?

Now is the time to **accelerate your success**

My name is Amanda Fisher, aka **The Cash Flow Queen**, and I love educating business owners about their numbers.

I am a CPA with over 30 years' experience working with businesses in all types of industries, helping their owners to achieve their business goals.

I have helped businesses to

- increase profits
- forecast cash flow
- identify system inefficiencies
- review and correct pricing
- identify best performing services
- new revenue streams
- set financial goals
- set targets

Are you ready to **master your business cash flow?**

Head to **www.thecashflowqueen.com** and check out my books and courses





www.thecashflowqueen.com

Amanda Fisher
Author | Mentor | Education | Speaker