



And the Maumee Chamber Present:

Managing Your Business With and By the Numbers: Understanding Business Financial Statements for Non-Financial People

Put some Fun in the Numbers - Play the Game that helps the numbers make sense!



- ⇒ Do your eyes glaze over when you look at your business Numbers??
- ⇒ Do you cringe when someone says "So how is your business doing" because you really don't know?
- ⇒ Does the banker hold your financial statements sideways hoping to understand the "balance" you've created.

Don't despair! Small business owners and managers without a financial background CAN understand those crazy statements from your accountant.

This workshop will focus on how to read income statements and balance sheets in a practical manner to better make financial decisions based on facts and data.

Learning Objectives

- ⇒ Identify the **key metrics** for your specific business to proactively know whether you are "winning or losing" and understand how & when to change your course if needed
- ⇒ Identify **new tools** and use them to grow your business, and keep your business on track instead of off the rails.
- ⇒ **Test ratios** useful to business in general and could help your business
- ⇒ **Play The Game** - The workshop ends with a Snacking Great Game to Cement the key concepts - no workout clothes required.

Who Should Attend?

- ⇒ Small business owners desiring to create a Thriving Business
- ⇒ Small Business managers that work in the numbers.
- ⇒ Solo Entrepreneurs looking to build a strong asset

When: Tuesday, October 30; 8:30-Noon

Where: Maumee Indoor Theater

Cost: \$79 and \$45 for each additional person from your firm.

Instructor: Linda Fayerweather, Changing Lanes LLC

Registration: Online registration at www.ChangingLanes.biz—Events
or call 419-897-0528 or use this handy dandy mail in form

Mail To: Changing Lanes LLC 422 W Broadway Maumee OH 43537



Name: _____ Company: _____

Additional Names: _____

Address: _____ City _____ State _____ Zip _____

Email: _____ Phone: _____

\$ _____ Amount Enclosed \$79 for first; \$45 each additional: Credit Cards accepted online