

“You need to understand your numbers: to understand your business better, make better decisions, make fewer mistakes, and hopefully turn a little cash into a lot of cash.”  
– Bill Reichert

**FINANCIAL BUDGETING: YOUR OPERATING BUDGET:** Developing a useful operating budget is extremely valuable, and extremely challenging. Learn the keys to building an operating budget and using it to track what is going well, and head off the things that aren't.

Keynote Lecture Notes:

**Impact Question:** What will you do differently as a result of what you've learned from this module?

## Questions for you, the entrepreneur

1. What are the key drivers of my operations over the coming 12 months?
2. How can I get a better handle on each of these drivers so that I can predict them more accurately?
3. What flexibility do I have to adjust if we miss our budget?
4. Is our current budget so out of date that we should revise it?
5. How do our budget assumptions compare with other similar companies?

## Questions for the team

1. What parts of the budget are most at risk?
2. What trade-offs should we make to stay on track?
3. Is our current budget out of date? Should we revise it?

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>