

“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 PROCESSES: YOUR INCOME STATEMENT: Your income statement shows the performance of your company over a period of time and reveals important information about how efficiently you are running your business. Understanding your income statement, and what it tells you about the health of your business, is critical.

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 main drivers of my revenues and costs?
2. What details of revenues and costs should I measure and monitor?
3. Which is more important for our company right now:
Growing more quickly, or operating more profitably?

Questions for the team

1. What are the main drivers of our business?
2. What details of operating efficiency should we be measuring and monitoring?
3. How can we grow revenues faster?
4. How can we operate more efficiently?

<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>