

SCALING UP CASH MASTER CLASS

How would the best review your business – the best CEOs, COOs, CFOs and Credit Officers? Alan and Greg will wear each of these hats throughout this workshop to show you how the best achieve financial and business performance excellence.

Alan and Greg will enable your organization to make better business decisions, improve cash flow and grow the value of the business through this informative and interactive implementation class.

ALAN MILTZ AWARD WINNING SPEAKER / FOUNDER INMATRIX / FOUNDER CASH FLOW STORY / DIRECTOR PEARL FINANCIAL SERVICES / CONTRIBUTOR VERNE HARNISH'S #1 BUSINESS BEST SELLER & MULTI-AWARD WINNING 'SCALING UP'

GREG CRABTREE CEO CRABTREE, ROWE & BERGER, PC / AUTHOR OF 'SIMPLE NUMBERS, STRAIGHT TALK, BIG PROFITS' / SPEAKER / CONSULTANT / SMALL BUSINESS EXPERT / CPA / CONTRIBUTOR VERNE HARNISH'S 'SCALING UP'

Are you regularly asking the tough questions to drive business performance, such as ... do you have the right people in the right seats doing the right things? Are you able to scale revenue and gross margin as your business grows? Do you have a strategy and business model that can scale? Do you have the right data at the right time to make critical management decisions? Is your business model generating enough cash so you can scale up?

The 'Scaling Up Cash Master Class' is a great place to put your complete cash strategy in order, From profitability to cash flow to true wealth creation. Greg and Alan were the core contributors to the cash section of Verne Harnish's book 'Scaling Up' and they will present an expanded process to applying the principles in the book. They will help you to implement the concepts to scale your business to its potential.

"Alan Miltz is the speaker who has had the largest impact on my life so far. The take away was that it is possible to understand my business as a whole and craft a business that works by watching and moving just a few key levers at a time. It has completely changed my life."

- David Bartholomeusz, Founder Griffin Alliance,
Serial Entrepreneur

BENEFITS TO YOUR BUSINESS

- **Discipline** of regular strategic executive/board meetings and reporting
- **A process** that all leaders in your business will understand & be able to contribute to – strategy, finance, HR, marketing, sales & operations
- **Better decision making** and communication that creates killer strategy, focus, alignment and superior execution
- **Common language** – all key management discuss company & financial performance using the same terminology
- **Fuel growth** with smart cash flow management
- **Improved returns** and growth in shareholder value

THE PROCESS

'Scaling Up Cash Master Class' is a one day workshop ideal for senior management teams. Alan and Greg will teach you:

1. Monthly Management Meetings.

A format will be provided to conduct monthly/quarterly senior management or board meetings using a reporting process to ensure all financial and business blind spots are uncovered. This includes all the spreadsheets to calculate all the numbers (you'll be provided with the report, the spreadsheets & full details on how to implement the process).

2. Running a "Ready to Sell" Business.

Learn how to structure and operate your business as if it were being sold tomorrow to maximize market value.

3. Setting Profitability Targets.

Learn how to achieve profitability 3x the industry average.

4. Cash Flow Story.

The 4 chapters of financial excellence (profitability, working capital, other capital, and cash flow and funding). How is your business performing in relation to the four chapters? What does every number mean, how you can improve them, how do your non-financial staff impact the numbers' performance? Alan will provide a flow chart covering every ratio and the techniques to improve.

5. Power of One.

Discover how to fix your business using 1% or 1 day changes to achieve its financial goals.

6. Banks View.

Learn how to ensure your organization understands the way the banks view your performance and how to build a true partner with your bank through improved communication. Banking templates will be provided.

7. Streamline Accounting Process.

Find out how to simplify accounting entries and using rolling data to manage smoothing of timing differences.

DELIVERABLES

- A monthly management/board meeting process covering key aspects impacting your business performance.
- How to complete core growth tools found in the book 'Scaling Up'
- Financial health check analyzing profitability, working capital management, cash flow optimization, core capital target
- How to use labor productivity measurements to drive profitability
- Understand the value of your business and what are the key drivers to enhance the value of it
- How to evaluate and offer to sell with replacement return and set a target to improve value
- How to improve your business using the Power of One
- Your banking communication and templates

"Hearing Greg speak and talking to him about our situation revised my view on the financial management of our company completely. From fixing compensation, to tax strategy, to our view of debt, and understanding labor productivity, Greg was instrumental in getting our financial house in order."

- Jude Olinger, CEO of the Olinger Group

ALAN MILTZ

Alan Miltz is a world recognized expert in finance and banking for the corporate sector. Alan's executive background ranges from founding director of Inmatrix Pty Ltd, found of Cash Flow Story, and Chairman of Pearl Finance Australia. Alan has extensive experience across all major finance fields, including financial analysis and debt finance boosting.

The Analysis techniques developed by Alan are today being used in 30 countries by over 20,000 users including some of the worlds' leading Banks, Accountants and Corporations. Alan has also completed in excess of 200 Business Plans for public companies and large private enterprises.

Alan's concentrated business savvy has assisted a large number of Australian companies to successfully raise debt finance from the major financial institutions to over \$1.4B to date. Voted Best Speaker in Australia for TEC, the world's largest CEO forum, Alan has been invited as a guest speaker at many CEO conferences globally.

Alan has also been a leading presenter at the CEO Syndicate in Australia for many years. Alan is a highly recognized speaker and a keynote presenter for the Entrepreneurs Organization including presentations at the EO Universities in Tokyo, Berlin, Barcelona, and at their executive education program that takes place in Boston, MA, USA. Alan was rated best speaker at the EO/MIT Entrepreneurial Masters Program.

During his career Alan has been involved in every level of company management giving him an incredibly strong grounding in all facets of business operations. Alan is currently on the board of 13 well known Australian companies.



PEARL FINANCIAL SERVICES PTY LTD
23/360 COLLINS STREET, MELBOURNE,
VIC, 3000, AUSTRALIA
OFFICE: +61 3 9629 2144
MOBILE: +61 412 300 401
FAX: +61 3 9629 4188
ALAN.MILTZ@PEARLFINANCE.COM.AU
WWW.PEARLFINANCE.COM.AU
WWW.ALANMILTZ.COM.AU

GREG CRABTREE

Greg Crabtree is a well known speaker, author, entrepreneur and financial expert. After spending five years in regional accounting and three years as Vice President of operations/controller for a local bank, he used his entrepreneurial skills to develop Crabtree, Rowe & Berger, PC, a CPA firm dedicated to helping entrepreneurs build the economic engine of their business. He has built their single location practice into a servicer of businesses throughout the United States and Canada.

In addition to serving as the firm's CEO, he leads the business consulting team—helping clients align their financial goals with their profit model and their core business values. Greg challenges entrepreneurs to take responsibility for understanding their own data, identifying the key drivers in their business, and simplifying key data reporting. Instead of focusing on a specific industry, his team searches for best practices among their clients and business sources and shares them across industries.

In 2011, Greg published his first book “Simple Numbers, Straight Talk, Big Profits” where he shares his core principles of how to turn your business into a wealth building engine. He was a contributing author to the cash section of Verne Harnish's book ‘Scaling Up’ and is currently working on a follow-up to his first book.

Greg is a frequent speaker at EO Chapter events, EO's Accelerator Money Day program and the U.S. State Department's New Beginnings program for international entrepreneurs.

Greg's community service includes Boys and Girls Clubs of America National Area Council Member, Entrepreneurs' Organization Global Board (2006 to 2009), ALS Association of Alabama, Boys and Girls Clubs of North Alabama, Atlanta chapter of The Entrepreneurs' Organization (EO) past board member.



CRABTREE, ROWE, AND BERGER, PC
3626 MEMORIAL PARKWAY SW, HUNTSVILLE,
AL 35801 UNITED STATES
OFFICE: (256) 704-0620
DIRECT DIAL: (256) 562-2340
FAX: (265) 704-0631
GREG.CRABTREE@CRBCPA.NET
WWW.CRBCPA.NET
WWW.SIMPLENUMBERS.ME