



RESPOND → PLAN → RETURN STRONGER

Finance as a Growth Strategy

PRESENTED BY

Stephanie Sims



Finance-Ability



Who's here today?



Stephanie Sims

- Capital strategist & startup advisor
- Recovering investment banker
- 2x founder
- Speaker, author & podcast host
- AZ Innovation Challenge & Venture Ready

Who are you?

What would make today a big win for you?

What We'll Cover

How Finance Drives Business Growth

- Be a great investor
- Stop managing with your bank account
- Create value & strengthen relationships

Be Your Own Best Investor

Make Decisions Using Data

- Know Your Numbers!
- Activity + Metric => Target
- Focus on ROI

Should I use social media more?



What Good Investors Do

ACTION STEPS:

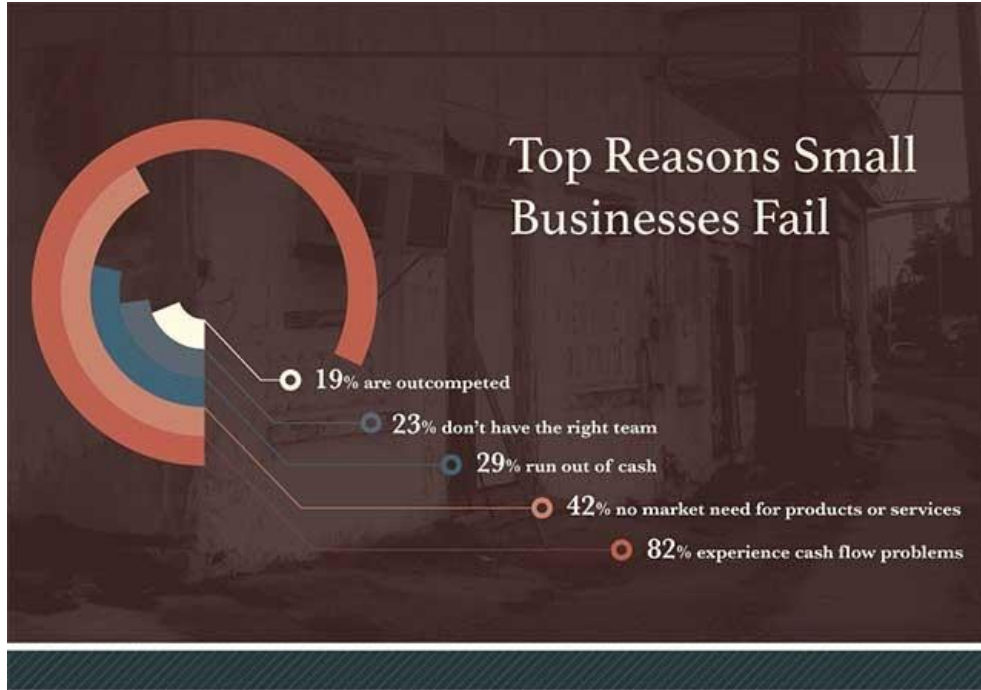
Short-term

- Attach ROI to all of last month's transactions

Long-term

- Identify KPIs that matter
- Know the numbers AND the “why” behind them (monthly review)

Cash Is NOT a Management Tool



<http://www.businessinsider.com/why-small-businesses-fail-infographic-2017-8>
Excerpted from the infographic, "Why Do Businesses Fail? A Study of Failing U.S. Business"

It's a constraint!

- Decide based on ROI
- Validate impact on cash

Should I use social media more?

Stop Managing Your Business From Your Bank Account

ACTION STEPS

Short term

- Read your last P&L and ask “why?”

Long term

- Get help that speaks your language
- Use the KPIs and unit economics to make decisions
- Written process for decision-making

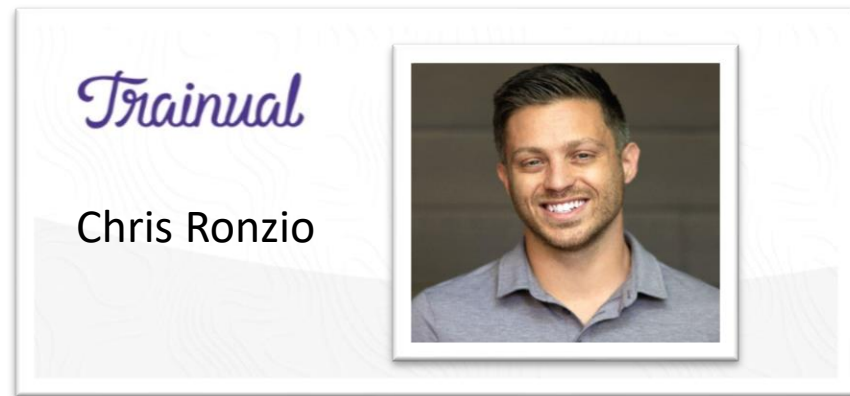
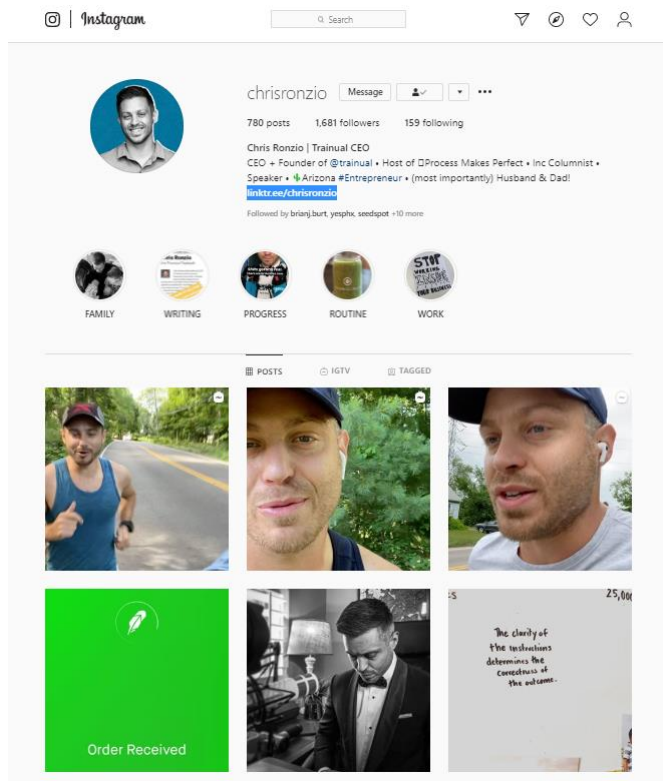
Stories are Connective Tissue

Use your story to connect

- Share experiences that may help others = value creation
- Encourage others to share theirs = building relationships
- Authenticity / personal stories

Should I use social media more?

Trainual



Create Value & Build Relationships

ACTION ITEMS

Short term

- Monthly updates to your “inner circle”

Long term

- Do “market” research with clients
- Share lessons learned more often / publicly
- Giving back builds community

Wrapping up

- Don't let numberphobia overwhelm you
- Be your own best investor
- Your bank balance isn't a management tool
- Sharing is caring

Did you get your time's worth?