



Understanding How Financial Statements Relate

How to Use P&L, Balance Sheet and Cash Flow Data to Thrive

2 Session Event: October 7th and October 21st

You've been operating your business for a few years. Now it's time to dig into your numbers to know how you're doing financially, and not just by revenue and net profit.

Your business is doing OK but how do you know if it's doing well financially? Where do you look to find out? Is there information available – somewhere – to tell your financial performance story that's easy to understand? The answer is yes!

If you are a small company, it's difficult to get information to compare your performance to those around you. These sessions will show you how to find out how you're doing and will give you ideas on what to do to improve performance.

What's Covered?

- Explanation of Income Statement, Balance Sheet and Cash Flow
- How to use Industry Comparisons to measure financial performance
- Tips on where to focus your "financial" energy

This workshop will go beyond the basics to explain these reports in greater detail. Then, we'll look at how data found in these reports can be used to compare your company to other like companies. Finally, you will be shown where you can take action to improve.

Added Bonus!!!

As an added bonus, our program will provide each participant with your industry's financial comparison; something to take home and help build your plan. You will be asked to provide your company's NAICS code in the registration process. Not sure what your NAICS code is? Just contact AZ MEP and we can help!

EVENT TIME

8:30am - 10:30am

Registration: 8:00 - 8:30

\$100.00

per person covers both sessions
and includes a Continental
Breakfast both days

WHERE

Arizona

Commerce Authority

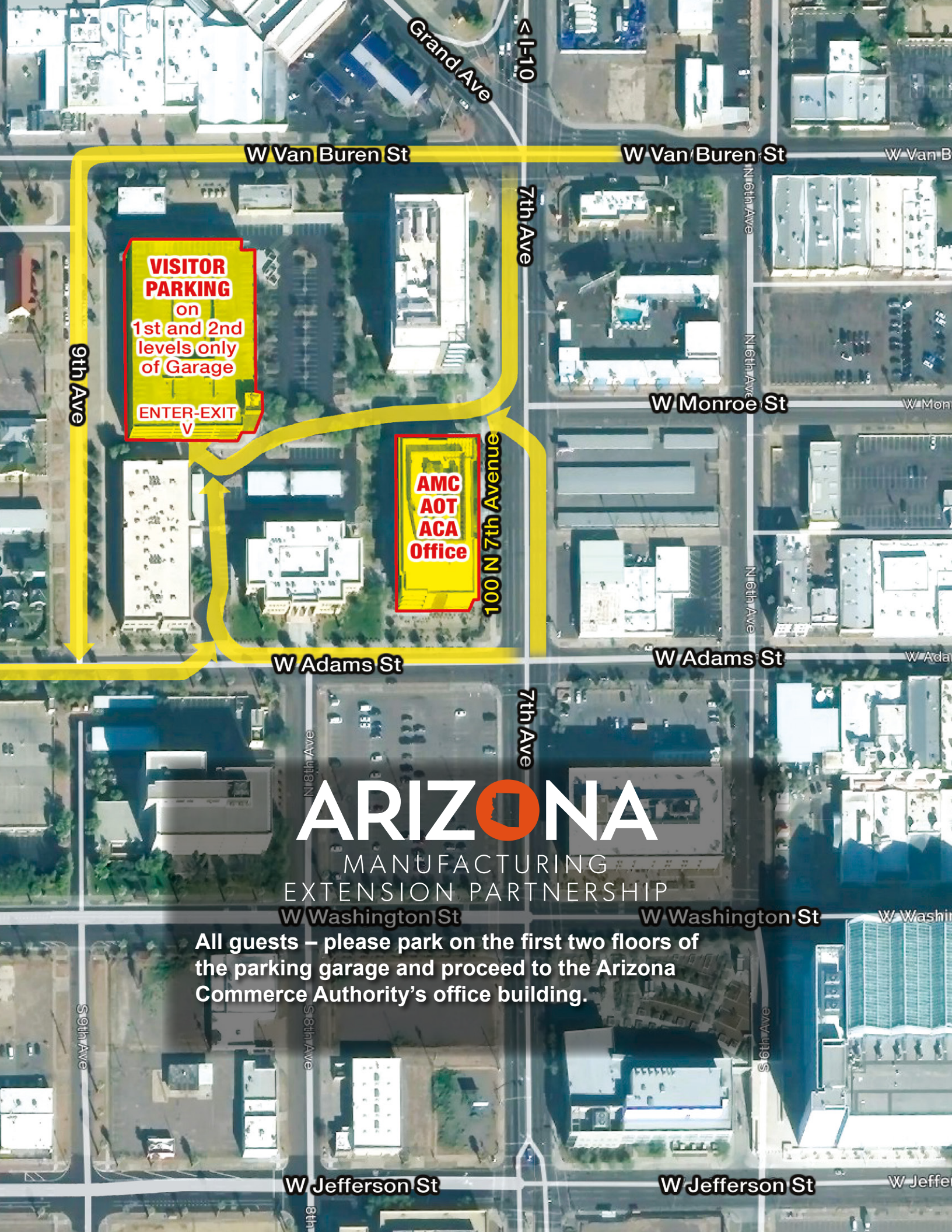
100 N 7TH Avenue
Phoenix, AZ 85007

First Floor
Conference Center
Ajo/Bradshaw/
Camelback

Register at <http://bit.ly/AZMEPUnderstandingFinancialStatementsOct2021>

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All guests – please park on the first two floors of the parking garage and proceed to the Arizona Commerce Authority's office building.