

Financial Acumen Workshop

Four Mission Critical Moments in the Life of Your Business



Lary Kirchenbauer of Exkalibur.com and Exkalibur University, in sponsorship with the **Exchange Bank**, **Moss Adams LLP** and **Heffernan Insurance Brokers**, are offering a practical workshop to help Entrepreneurs, Business Owners and Non-Finance Executives understand the Four Mission Critical Moments in which they can save or destroy their business.



Four Mission Critical Moments in the Life of Your Business

Many executives don't focus on business finance until one of the tireless riders of the **Four Horsemen of the Apocalypse** appears over the horizon ... or, too frequently, when one of the horsemen is leaping the fence and trampling your rose garden.

The bad news is that each of these **Four Mission Critical Moments** can destroy everything you've worked for. The good news is that the Four Horsemen don't tread lightly ... you can see them and hear them coming. We'll use that metaphor in our workshop to discuss these **Four Mission Critical Moments**.

During our half-day **Financial Acumen Workshop**, we'll identify each of these Four Mission Critical Moments ... and provide practical strategies and tools to help you establish an early warning system so you can see these challenges coming before any of them ever make it to the gates.

What exactly will the workshop cover

When you visit the exkalibur.com web site, the front page will direct you to a video that explains the workshop in greater detail.

During the workshop, we'll help you achieve these 4 principal goals:

- ☑ Understand the measurement, management and practical implications of true cash flow (not artificial cash flow metrics like EBITDA),
- ☑ Implement a simple tool to prepare everyone in your organization to grow your business,
- ☑ Improve your understanding of how to boost your eligibility and capacity to obtain outside financing, and
- ☑ Understand the levers you can pull to create value that will be realizable when your business is sold or passed on to your heirs.



You CAN learn these business finance principles

By devoting even a limited amount of concentrated time and attention to it, you can learn these principles and collaborate more effectively with your financial team, as well as bankers and outside advisors, to make sure everyone's paying attention to the right things.

Who should attend?

Of course, all business leaders are welcome ... including executives leading not-for-profit organizations ... but this workshop will particularly help **Entrepreneurs**, **Business Owners** and **Senior Executives** in small and middle market companies.

Everyone who attends will be a lifelong learner who, even with limited time to learn or listen, is eager for improvement in the fastest time possible. That's why we have created this high impact course.

Admission

This event is only for the clients and invited guests of the Sponsors.

If you are an Entrepreneur, Business Owner or a Senior Executive of an Operating Company and are not familiar with any of the Sponsors, please contact me directly at Lary@Exkalibur.com if you want to attend.