Mastering Your Business Numbers
Course Overview

Class 1 Thursday, 9/24
PAY YOURSELF FIRST
This first class will start with the owner. As owner-operated businesses we’ll talk about how to look at the owner’s personal financial needs to inform their business financial projections and planning. We will cover how to plan for considerations of a financially viable business: paying themselves, paying a living wage, providing benefits and planning for retirement. The key takeaways include: setting a personal budget; costing an org chart with paying themselves; market rate salary; and evolving their org chart with paying themselves.

Class 2 Thursday, 10/1
SEASONALITY, CASHFLOW, AND FINANCIAL LITERACY
The second class builds off of the previous week reflecting on current company performance and how to start collecting financial data to set projections in week 3. The key takeaways include: understanding cash versus accrual reporting review for seasonality and cash-flow; basic introduction to financial literacy.

Class 3 Thursday, 10/8
SETTING FINANCIAL PROJECTIONS
The third class looks at how to start building out core financial projections for the company including conservative, likely, and optimistic models. The key takeaways include: creating the business financial projections to afford the personal income mapped in week 1.

Class 4 Thursday, 10/15
KEY NUMBERS AND PRODUCTION PLANNING
The fourth class will focus on the analysis of key numbers within the company’s sales and how to use them in consideration for growth and production planning. It will also cover how to connect a production plan to the company financial projections and how to adapt to a three-year plan in order to ensure all considerations are made. The key takeaways include: the development of a three-year production plan and Key Number Analysis.

Class 5 Thursday, 10/22
MARKETING ANALYTICS AND CONTENT PLANNING
The final class students will look at the marketing analytics (both Direct To Consumer and Wholesale (if applicable)) and understand how to connect marketing efforts to financial goals. The key takeaways include: marketing analytics and marketing calendar.
About the instructor: Holly Howard
Since launching Ask Holly How in 2012, Holly has worked with over 500 businesses through her private consulting and business growth program. She has a rich background as a professional ballet dancer, music therapist, medical researcher, bassoonist, VP of Operations and Finance, and Professor of Business at Pratt Institute. Each of these pursuits has allowed her to shape her approach and philosophy to helping entrepreneurs grow their business without sacrificing their souls.

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