Guest,

Welcome to:

How To Get Your Accounting Department To Look Forward!

Presented by
Lighthouse Consulting Services, LLC

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Featured Guest:
Gary Garbowitz, CPA
Partner, RBZ, LLP
Gary provides the tools, methods and solutions for business owners to build and manage their wealth...in their businesses and personal lives.
Phone: (310) 745-5754
Email: Ggarbowitz@rbz.com
Website: www.rbz.com

Featured Guest:
Tom Compere, CPA
Manager, RBZ, LLP
Tom has more than 20 years business experience including 6 years in public accounting and is a Manager in RBZ's Entrepreneurial Services Group.
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Host:
Dana Borowka, MA
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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
Why invest in being forward looking

- Increase profit and cash flow
- Reduce risk
- Build value

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How to Increase profits and cash flow

- Identify Key Performance Indicators unique to your business and develop concise management reporting
- Develop cash flow forecasting model
- Analyze data frequently and make critical decisions as a result of your analysis

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How to reduce risk

- Accurate, timely, & relevant financial information
- Solid internal controls
- Successfully maintain regulatory and tax compliance
- Analyze areas of risk and provide appropriate coverage to mitigate liability
How to build value by planning for the future

- Develop business plan and strategy, set goals, measure progress.
- Develop exit or succession strategy - Know where you are going.
- Tax planning and strategy - Take advantage of appropriate tax savings concepts.

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What are the barriers to execution

- Difficulty properly staffing finance function
- Owners focused on product and marketing, not trained in finance and operations.
- Lack of finance experience comes at a time when most needed
Who - The right staffing mix

- In general allocate some of your finance budget to hiring someone with CFO capabilities. Consider this an investment in the business rather than an operating expense as it should have a rapid ROI if done properly.

- Oversight is critical! If you are not at the size where you can afford a full time CFO, be sure to consider an outsourced CFO or utilize your CPA to fill this vital component.

- Create room in your finance budget by pushing down repetitive clerical tasks to the lowest paid staff possible. Use staff that may have other operating responsibilities.

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When - Now

- The sooner the better! At an early stage it enables a solid foundation for business growth, cash flow maximization, and minimizes the risk of costly mistakes.

- Look for someone that could be on your board of advisors, talk to your CPA, or hire an outsourced CFO. Even a few hours a month will have a very positive impact on the business.

- Business fail often. Many times the owners tell us they should have established sound finance at an early stage.

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Dashboard - Example of analytical reporting

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Dashboard - Example of analytical reporting (cont.)

Net Income Percentage

<table>
<thead>
<tr>
<th>Year</th>
<th>XYZ Co</th>
<th>Industry Average</th>
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<tbody>
<tr>
<td>2008</td>
<td>3.0%</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>2.5%</td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>4.0%</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>9.0%</td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>8.5%</td>
<td></td>
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Dashboard - Example of analytical reporting (cont.)

**Quick Ratio**

![Bar graph showing quick ratio over years with labels for XYZ Co and Industry Average.]

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Simple Cash Flow - Example of analytical reporting

2009

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Conclusion - Establish these processes in your finance department and they will become forward looking

- Focus on Strategy and the end game. Know where you are headed and ensure you are making progress toward your goals.
- Identify KPI's and report on them frequently, daily or weekly if possible.
- Develop long-term and short-term forecasts and measure progress against strategic goals.
- Use these tools and other analytics to identify opportunities and risks.

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