

BUSINESS FINANCIAL MANAGEMENT

COMPREHENSIVE
PROGRAM



OVERVIEW

Understanding your finances is a critical skill when managing your business. 29% of Canadian business failures are due to a cash shortfall, 18% are due to pricing and cost issues, and 17% are due to a lack of viable business model.

This certificate program provides a broad look at managing your business financials starting with basic bookkeeping, managing cashflow, & understanding their financial statements, progressing to budgeting, forecasting cashflows, tax implications of business structures, business valuations, and evaluating & securing various forms of funding.

Throughout this program, participants will gradually build an strong financial plan for their own business through regular individual activities.

COURSE STRUCTURE

Participants will receive instruction through online group zoom classes as well as in one on one coaching sessions. They will also have access to all course tools and content including recordings of classes on an e-learning hub, allowing them to review anything they missed at their own convenience. Participants can also become part of our Facebook group community, giving them an open forum to ask questions to instructors and other business owners.



COURSE HOURS

- Weekly 2 hr group zoom sessions for 12 weeks
- 6 months of bi-monthly zoom training (2 hrs each)
- 2 hours of one on one coaching scheduled when participant chooses

50 hrs of total instruction time over 9 months.



WHO IS THIS PROGRAM FOR?

BUSINESS OWNERS

Financial management is key for understanding if and how your business is making a profit. From making sure your pricing model is profitable to managing your expenses, it is present in every decision you make as a business owner. This program will help you know how your business is really doing so that you can increase profitability by seizing opportunity while avoiding making decisions that are too high a risk.

MANAGEMENT TEAMS & FINANCE MANAGERS

Financial management is essential for managers to track departmental performance, budgets, and other metrics, as well as making decisions, motivating teams, and maintaining a big-picture mindset. Understanding the financial impact of your decisions and performance will help you make better decisions and understand your direct contribution to your organization's goals and performance.

ABOUT BUSINESS WISE COACHING

Simple, Practical & Relevant

We are committed to providing your business with every possible advantage to thrive in Saskatchewan and beyond! Our excellent team provides your business with the experience and expertise you need, available at your fingertips. With many options - from individual courses to full certificate programs, and from one on one coaching to mastermind groups we've got you covered.

We exist to jumpstart million dollar businesses.



Program Instructor

Dominic Poissant
Regina Accounting Service

Dominic has 34 years experience in the accounting field. He started as a bookkeeper for a small family transmission business, worked his way towards his CMA designation in night school, and eventually became the VP of finance for a global call centre (24-7 In Touch).

Dominic's passion has always been helping small family businesses which is why he struck out on his own, building up 2 businesses - Dominic Poissant CPA Professional Corp which provides business

consulting services and Regina Accounting Services providing personal and corporate full cycle accounting services across Western Canada.

Their team is committed to helping clients get on track with their business financial goals and add value to their existing and future clients. He believes that by helping business owners understand their financials better, they have a better chance to accomplish their business goals.

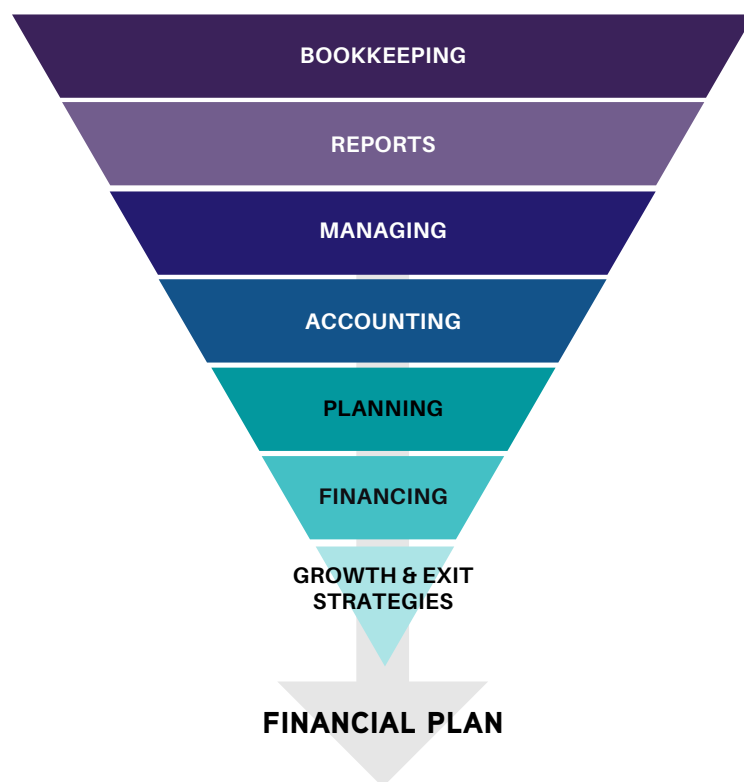
THE LEARNING JOURNEY

Our financial management program is designed to walk you through everything you need to know to intelligently manage the finances in your small business to increase profitability and avoid costly mistakes.

KEY TAKEAWAYS

In this program, participants will

- Understand why & how you should be managing your bookkeeping.
- Learn to understand your financial statements and use them to monitor your business's health.
- Understand key financial terms & jargon to understand your accountant & bookkeeper.
- Create financial budgets, projections, and forecasts that will help you make decisions in your business.



- Become familiar with tax implications in various business structures, as well as the tax cycle.
- Understand how to mitigate common business risks.
- Learn how to evaluate & secure various forms of financing for your business.
- Understand how to value a business when buying, selling, or transitioning.

LEARNING EXPERIENCE

SEE

Learners are introduced to content through stories, expertise, and humor.

SHARE

Knowledge is constructed by sharing and discussing with instructors, peers, and your target audience.

REFLECT

Learners are given the opportunity to reflect, relate, and write down key takeaways and action items each course.

TRY

Capstone activities connect key takeaways with business and action immediately to solidify new practices.

PROGRAM OUTCOMES

BUSINESS FINANCIAL MANAGEMENT FOUNDATIONS

As part of the 'Learn' series of programs, this program consists of 3 months of consecutive learning, meaning 2 hours of learning every week for 12 weeks. This program is designed to help businesses setup good bookkeeping practices, understand their financial reports, and dive into management accounting practices.

1

PROGRAM INTRODUCTION

Familiarize yourself with online platform, course layout, & materials.

2

BOOKKEEPING BASICS

Understand the bookkeeping cycle & the importance of good bookkeeping practices.

3

ADVANCED BOOKKEEPING

Learn how to implement bookkeeping software and customize a chart of accounts in your business

4

RECORD KEEPING

Learn practical tips to reduce time spent on invoicing, receipt management, and electronic document management.

5

PAYROLL & INVENTORY

Learn best practices in tracking inventory and familiarize yourself with software, details and best practices for payroll.

6

BALANCE SHEETS 101

Learn what goes into the numbers, COGS, and operational ratios relating to your income statement.

7

INCOME STATEMENTS 101

Learn what goes into the numbers, COGS, and operational ratios relating to your income statement.

8

CASH FLOW STATEMENTS 101

Learn how to manage your cash flow, AP, & AR effectively by understanding your cash flow statement.

9

BUDGETING

Learn how to create a budget and set financial goals within your accounting software and monitor your expenses in real time.

10

PROFITABILITY & KPI'S

Dive into profit structuring including pricing, breakeven models and key performance indicators.

11

BUSINESS TAXES

Learn about GST, PST, Income Tax, Payroll Remittances, Deductable expenses & the accounting cycle.

12

BUSINESS STRUCTURE

Look the pro's & cons of corporations, sole proprietors, and partnership structures & how business owners choose to pay themselves.

PROGRAM OUTCOMES

BUSINESS FINANCIAL MANAGEMENT IMPLEMENTATION

As part of the 'Apply' series of programs, this program consists of 6 months of online learning, with 2 hr online classes every 2nd week. This program is designed to help businesses begin to analyze their financial data & create projections - allowing them to make better decisions and be in a stronger place to secure lending.

1

PROGRAM INTRODUCTION

Familiarize yourself with online platform, course layout, & materials.

2

STRATEGIC PLANNING

Learn how to create a functional business plan including setting SMART goals & Key Performance Indicators

3

MODELING

Learn how to create your own price model, profit model and breakeven model considering multiple potential scenarios.

4

FINANCIAL FORECASTING

Learn how to create your own cash flow forecast and manage your assets & capital based on the time value of money.

5

RISK MANAGEMENT

Learn how to mitigate the top financial risks in business from a team of experts in each area.

6

NEGOTIATIONS

Learn winning strategies in business negotiations.

7

BANK FINANCING

Learn what types of financing are right for your business and how to successfully apply for bank financing.

8

ALTERNATIVE FINANCING

Learn about financing options available outside of your bank including sub-debt, venture capitalists, angel investors & more.

9

FINANCING PANEL

Ask questions and learn directly from banks, venture capitalists, and others what they look for in businesses they fund.

10

PLANNING FOR GROWTH

Learn how to plan for long term growth in a variety of ways including acquiring a business, hiring staff, or capital projects.

11

BUSINESS VALUATION

Learn some general guidelines for determining how much a business is worth.

12

SUCCESSION PLANNING

Learn how to begin planning your exit strategy whether you plan on selling or dissolving your business.

PROGRAM CREDENTIAL

Upon the successful completion of the program, participants will receive a certificate of completion. This program is not graded as the purpose is for participants to gain the skills and knowledge they need to be successful in their business or career.

TRAINING COSTS

Business Financial Management Foundations

3 Months, 24 Hrs Total Instructional Time

\$ 500 Materials

\$ 5,457 Tuition

\$ 5,947

Business Financial Management Implementation

6 Months, 26 Hrs Total Instructional Time

\$ 500 Materials

\$ 6,457 Tuition

\$ 6,947

Business Financial Management Comprehensive

9 Months, 50 Hrs Total Instructional Time

\$ 500 Materials

\$ 9,500 Tuition

\$ 10,000

Above prices are for each registered participant. Each business is encouraged to send 1 business owner or manager to audit the program alongside their registered participant to ensure the successful integration of tools and strategies into the business.

Visit bwise.ca/calendar for upcoming program start dates.

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