

## Know Your Numbers!

### *Mastering the Metrics of Business Success*

Profits, strength, growth. While there are many ways to measure success, business managers must constantly monitor and control their organization's profitability, financial strength, and market share, and business growth. Using an adaptation of the DuPont R.O.I. success formula, participants explore traditional financial metrics and consider other metrics that can help them measure, evaluate, and control their organization's success.

Designed for the non-accountant, this program demystifies the income statement and balance sheet, describes how ratio analysis can be used to make better business decisions, and helps participants create their own key performance metrics.

#### **Learning Objectives**

- Master the time-honored R.O.I. success formula
- Learn the difference between leading and lagging indicators
- Read income statements and balance sheets like a pro
- Identify the operating metrics that drive your organization's success

#### **Format**

This program is available in breakout session to half-day seminar lengths

May be custom tailored with industry- or organization-specific data

