

Small Business Financial Health

Small business owners have a product, service, and skill that they provide their customers and clients. Delivering consistent customer service AND managing financial reports and forecasting can be overwhelming!

This two-session workshop is designed for small business owners and managers who need assistance understanding financial matters. Sessions will be offered in both live and virtual formats and will be interactive. Each session is 2 hours and participants will be asked to keep their cameras on and remain engaged.

At the conclusion of Session 1, the participants will be able to:

- Determine the difference between a profit & loss statement and balance sheet for a small business
- Create a cash flow projection for a small business
- Define key financial terms such as equity, liquidity, cash flow, capacity, etc.

At the conclusion of Session 2, the participants will be able to:

- Organize a profit & loss statement for their own business
- Develop a cash flow projection for their business
- Learn strategies for improving recordkeeping and increasing efficiencies

Participants will have the option of selecting one or two areas in which they would like one-on-one assistance from a coach. In preparation, they will need to organize the necessary documentation for their business and make an appointment for a 30-minute time slot.

Session 1: Tuesday, February 8, 2022, 10am-12 noon at San Marcos Public Library, Multi-Purpose Room

Session 2: Tuesday, February 22, 2022, 2-4pm at San Marcos Public Library, Room A