



# Mindful Finance

## Improving Operational and Financial Performance: A mini-MBA in financial decision-making delivered in small groups over 12 months

**The Ultimate Result:** Managers and management teams grow the capability to work individually and as a team to make better financial impact decisions and:

1. Implement operational goals
2. Improve EBITDA by 25-350%
3. Increase cash flow by 4-12 days
4. Ramp up Team Synergy to solve financial problems
5. Design, refine and fully implement Key Performance Indicators

**Three Skills, Five Promises and a Performance Guarantee driven by over-time learning:**

We will guarantee a quantifiable 400% return or better on base fee investment over the 12 months of the program or we will return the fee.

To guarantee strong results, we will not deliver this training process in two or three consecutive days. Retention after consecutive-day learning is 5-10% within three weeks.

We will not settle for a retention rate that doesn't support ongoing use of decision-making skills, tools and mindset.

Over 12 months, we use:

- On-demand learning to teach financial statement basics
- Online, live mentoring in small groups
- One-on-one executive coaching
- Customer-customized exercises and projects

We also deliver three skills & five promises using the **Mindful Finance** process:

### Three Skills

1. Financial statement understanding and confidence
2. Ability to make the right financial analysis and decisions
3. More effective financial communication and synergy with senior management, peers and reports

## Five Promises

1. **A shift to greater strategic or “ownership” thinking:** Managers will have an opportunity to think/decide more like owners and senior decision makers. They will be enabled to participate with much greater confidence in operational strategy meetings with senior management.
2. **Measurable Improvement of Income Statement numbers & metrics:** Income Statement health improves as participants learn a deeper, action-focused understanding of the P&L and crucial cost and expense metrics. Company managers will have a chance to acquire greater insight with operational issues reflected on the P&L, e.g., labor efficiency, add-on revenue, delinquencies, discounts & the impact of mediocre service.
3. **Measurable Cash Flow increase:** Cash Flow improves as company managers choose a greater action-focused commitment to operational issues such as collecting receivables, managing payables and controlling inventory.
4. **Greater awareness of impact on other functions & departments:** Company managers are enabled to partner with operational, admin and financial departments around them. They will also design and fully implement operational KPI's to drive greater financial urgency and action with their teams.
5. **Team synergy with financial & operational goals:** Imagine the power of a whole management team having the opportunity to speak, brainstorm and make operational decisions together using the language of business.

## There are eight, primary elements to drive the benefits above and deliver 4.5 days of practical, engaging training over 11-12 months:

1. **Financial Performance Assessment** to diagnose strengths and weaknesses in the management team's readiness to improve performance
2. **Six-week customization process** to make the program more meaningful to participants and drive real results
3. **On-demand, “financial decision-making”** basics program for each participant
4. **Online, live group mentoring sessions (seven sessions)** to drive application, real results and team synergy
5. **Access for questions and help as needed**
6. **Creation of special projects within the course**
  - **development of two “red and green” Examine projects** per participant to drive e profitability improvement
  - **one - two fully-developed & implemented operational KPIs** per participant
  - **four, one-on-one coaching sessions with each program participant**
7. **One-on-one consultation** with a Senior Ops Leader to support ongoing implementation
8. **License to use proprietary processes:**
  - “red and green” Examine exercise
  - Multi-Metric Analyzer/Key Ratio Snapshot
  - KPI process
  - Perpetual Huddle

**Pricing: Base fee of \$11,000 for first 4 managers; \$750 for each additional manager up 8; 15% of quantified savings over 12 months of program. If 4 times return is not achieved on base fee over 12 months, fee will be returned.**

## Proof of Concept

### Accountability and Profitability:

“Mindful Finance has been the biggest difference maker in my business today. From the knowledge generated through this program, my team members are aware of how their role makes a difference to the ultimate bottom line. We have generated more momentum than I ever thought was possible. Based on the skills, tools and confidence my managers acquired in your program, we have improved our profitability by more than \$1,000,000.”

**Butch Fiore, President, Fiore & Sons, Inc.**

### KPI's developed and driven by each member of the training team

“Those \$1,000,000 are mostly hard savings, showing up in reduced costs on the P&L statements each month – in some cases under labor costs, supply costs, R&M costs, etc.

The increased efficiency projects show up as cost reductions compared to objective production measures (direct labor \$/pound produced, for example). Those are the KPI's (ratios) that Michael helped the participants create to measure against objective denominators.”

**Lowell Richardson; SVP, HR – California Dairies (Regional Dairy Company)**

### Strategic Awareness and Profitability:

“You helped us turn something I and many entrepreneurs loathe into something I now enjoy and understand, along with my entire management team. Our financial statements are no longer just photos of the past.

They are actionable documents that guide our decisions on so many levels and make the entire team responsible for the success and welfare of our company.

We started working with you exactly one year ago. The return we've seen to date on our work with you is approximately \$350,000. And, we haven't hit the peak season yet. Wife is happy.”

**Jeremy Shepherd; CEO, Pearl Paradise; Los Angeles, CA**

### Increased Cash Flow:

“Good morning Michael. Just to let you know, we achieved a 13-day reduction in our Days Sales Outstanding that totals \$2,167,852.98. I'm very proud of my staff for their efforts.”

**Sonny Romero; Director Project Management; Fiore & Sons**

### Team Synergy and Profitability:

“In the last few months we have discovered what our true strengths are. This has allowed us to increase our year on year profit by 30% while increasing our service offerings and decreasing our low-margin commodity sales by 40% - \$363,000 improved profit.

All of this is great, but that's not the best part. The biggest change has been in the people. By showing people that they can really make a difference, Michael has helped us to start

conversations I could not have imagined before. Our conversations are leading to new ideas and higher profits.”

**Charles Reilly; President; Ponderosa Petroleum**

**Other companies our team has worked with since 1997:**

