

# Apples & Oranges: Business Finance for Everyone

## Course Description

Apples and Oranges bring financial statements to life through a simple yet challenging learning simulation. By depicting how value circulates through a company, participants may never look at business finance the same way again. Participants will make “real time” decisions that impact the success of the company.

Participants form the incoming management team of A&O Inc. – an established manufacturing company that is facing some tough challenges. The company is losing market share and there are increasing demands from suppliers and customers.

A&O, Inc. needs a new, disciplined financial strategy. Participants learn how to monitor cash flow, make resource utilization improvements, and measure results on the balance sheet and income statement. Participants of all experience levels will gain new skills and build on their prior experience.

During this 8-hour workshop we will focus on:

- ▶ How to read and interpret **financial statements**.
- ▶ Identify critical elements affecting **profitability**.
- ▶ Analyze **financial ratios and key performance indicators**, and make priorities accordingly.
- ▶ Choose a strategy, implement it, and **measure the outcomes**.
- ▶ **Fun** is always included in every LeaderPRO workshop.

## Workshop Objectives/Goals/Outcomes

- ▶ Participants will explore the cause and effect relationships that govern a company’s financial statements – and develop intrinsic business sense that will govern their future decisions back on the job.
- ▶ Learn basic financial business principles, such as: cash flow, return on assets, return on equity, profitability, and operating costs,
- ▶ Know how their business generates profits today and how it will need to generate profits in the future.
- ▶ Understand how employees’ decisions have an impact on the company’s bottom line earnings.
- ▶ Create an awareness of how to manage inventory, how to price products, how to maximize profit and the shareholder value over time.
- ▶ Understand how employees influence the company’s financial and strategic decisions.
- ▶ Practice new skills with hands on practice with relatable/relevant case studies.