

# Coaching & Workshop Services

## Group Workshop 2: Financial Alchemy (1/2 day or full day)

### TARGET AUDIENCE:

Founders, CEOs, CFOs, and financial leaders of growth-stage companies seeking to improve financial visibility, optimize cash flow, and make smarter capital decisions to enable scale.

### OVERVIEW:

This workshop equips leadership teams with the financial tools, frameworks, and habits to support sustainable growth. You'll learn how to make data-driven decisions, improve capital efficiency, and gain alignment between finance and strategy — all grounded in clear financial principles

### KEY TAKEAWAYS:

- ✦ **Master the Cash Conversion Cycle** - Understand how money flows through your business — and where it's getting stuck — so you can free up cash to fund growth.
- ✦ **Unit Economics & Profitability Levers** - Gain clarity on what drives margin, where profit leaks occur, and how to scale profitably — not just grow top-line.
- ✦ **Forecast w/Confidence not Fear** - Walk away with the key metrics and visual tools your team needs to steer the company proactively — not reactively.
- ✦ **Design a Strategic “CapEx Flex Plan”** - Apply the CapEx Flex™ framework to evaluate when and where to invest, aligning capital allocation with business flywheel momentum.

