

Jonathan Mond

Unlocking Profit, Cash & Valuation Through Your Numbers

Helping business owners and leadership teams
turn financial insight into **stronger profit**,
healthier cash flow and **higher enterprise value**.



FINANCIAL CLARITY

Transforming complex numbers
into clear insight that drives
better decisions.



PRACTICAL FRAMEWORKS

Proven models that translate
strategy into action and
measurable results.



IMPACTFUL KEYNOTES

High-energy presentations that
challenge thinking and inspire
leadership teams.



MEASURABLE RESULTS

Focus on the drivers that increase
value, attract buyers and deliver
stronger outcomes.

Financial Excellence Workshop

Unlocking Profit, Cash, and Valuation Through Your Numbers

Most businesses report numbers. Very few use them to run the business.

Your team is growing. You've hit your revenue target. But has financial performance actually improved? Is profit where it should be? Is cash tighter than it should be? Growth feels financially challenging. Something doesn't add up, and no one on your leadership team can clearly explain why.

Financial Excellence changes that. Using the Cash Flow Story framework, this workshop turns your numbers into a clear, practical story, one that connects profit, cash, and growth so your leadership team can see how the business is really performing and what needs to change.

It answers the questions every leadership team should be able to articulate:

- What are the true drivers of valuation?
- Where is our cash going?
- Is our growth creating value or consuming it?
- What are the levers that we need to pull to improve our performance?

Session Structure

Part 1: The Review, takes your leadership team on a guided journey through the Profit Story, Cash Journey, and Cost of Growth, revealing where cash is being absorbed, where profit isn't converting to cash, and whether your business can scale sustainably.

Part 2: The Power of One Workshop, is a hands-on session where your team identifies and prioritizes the seven key financial levers that drive cash, profit, and valuation, then uses projections and real-time analysis to turn those insights into clearly defined action plans.

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Part 1 — The Review: Understanding the Business Through the Numbers (45mins)

The Profit Story: A Deep Dive into the Core Drivers of Valuation

- Gross Margin vs Sales Growth
- Overheads vs Growth

Critical Insight: Profitability improves when businesses capture efficiencies as they grow. Most don't and that gap is one of the biggest drags on valuation.

The Cash Journey: Where Cash is Absorbed in Growth

- Accounts Receivable, Inventory, Accounts Payable
- Working Capital Timeline

Critical Insight: Cash is often tied up in the day-to-day mechanics of running the business. Understanding exactly where it sits unlocks immediate opportunities to free it.

The Hidden Cash Question: We've made profit... so where is the cash?

- Profit vs cash conversion
- Cash absorbed by growth
- Identification of trapped cash

Critical Insight: Profit does not equal cash. The gap between the two reveals where cash is being absorbed and trapped.

Cost of Growth: The Financial Cost of Scaling

- What it costs in cash to generate \$100 of revenue

Critical Insight: Growth consumes cash. Knowing exactly how much determines whether your business can scale sustainably — or whether growth is quietly working against you.

Part 2 — The Power of One Workshop: Driving Improvement

Within any set of financials are up to seven key drivers — or levers — that directly impact cash, profit, and valuation. Price, Volume, Cost of Goods Sold, Operating Expenses, Accounts Receivable, Inventory/WIP, and Accounts Payable. Understanding these levers enables better decision-making and supports the journey of building a financially strong company.

How Your Business Generates Profit, Consumes Cash — and How to Improve It

This interactive workshop translates insight into action, helping your team identify and prioritize the changes that will drive meaningful financial improvement and build a strong balance sheet.

Building on these seven drivers, this workshop focuses on identifying which of the levers create the greatest opportunities within your business. It establishes the order of impact of each driver and trains your team to think differently about what drives cash, profit, and valuation. The process challenges the team to identify opportunities across each lever and take action, turning numbers into performance.

Projections:

Using the software, we input your budget for the balance of the year and analyse it ahead of time, allowing you to see what the future looks like and apply the Power of One to make changes now to improve profit, cash, and valuation before the year plays out.

What Changes for You:

Your leadership team will leave with a shared understanding of how your business generates profit, consumes cash, and drives valuation, and a clear plan to improve it. This includes a deep understanding of your Power of One and which levers matter most for your business, the ability to read projections and make informed decisions ahead of time, clearly defined action plans tied directly to the drivers within your control, team-oriented, colour-coded scorecards to track progress and maintain accountability, and fully detailed Cash Flow Story reports that give you the complete financial picture.

Turn your financial data into a decision-making engine that drives profit, strengthens cash, and builds long-term valuation.

If your business is growing but not generating the profit or cash you expect — this is for you.

If you're unsure where the money is going, or your team doesn't fully understand the numbers... This workshop will change that. We take your numbers and turn them into a clear, actionable story — so you can see what's working, what's not, and what needs to change.

99%

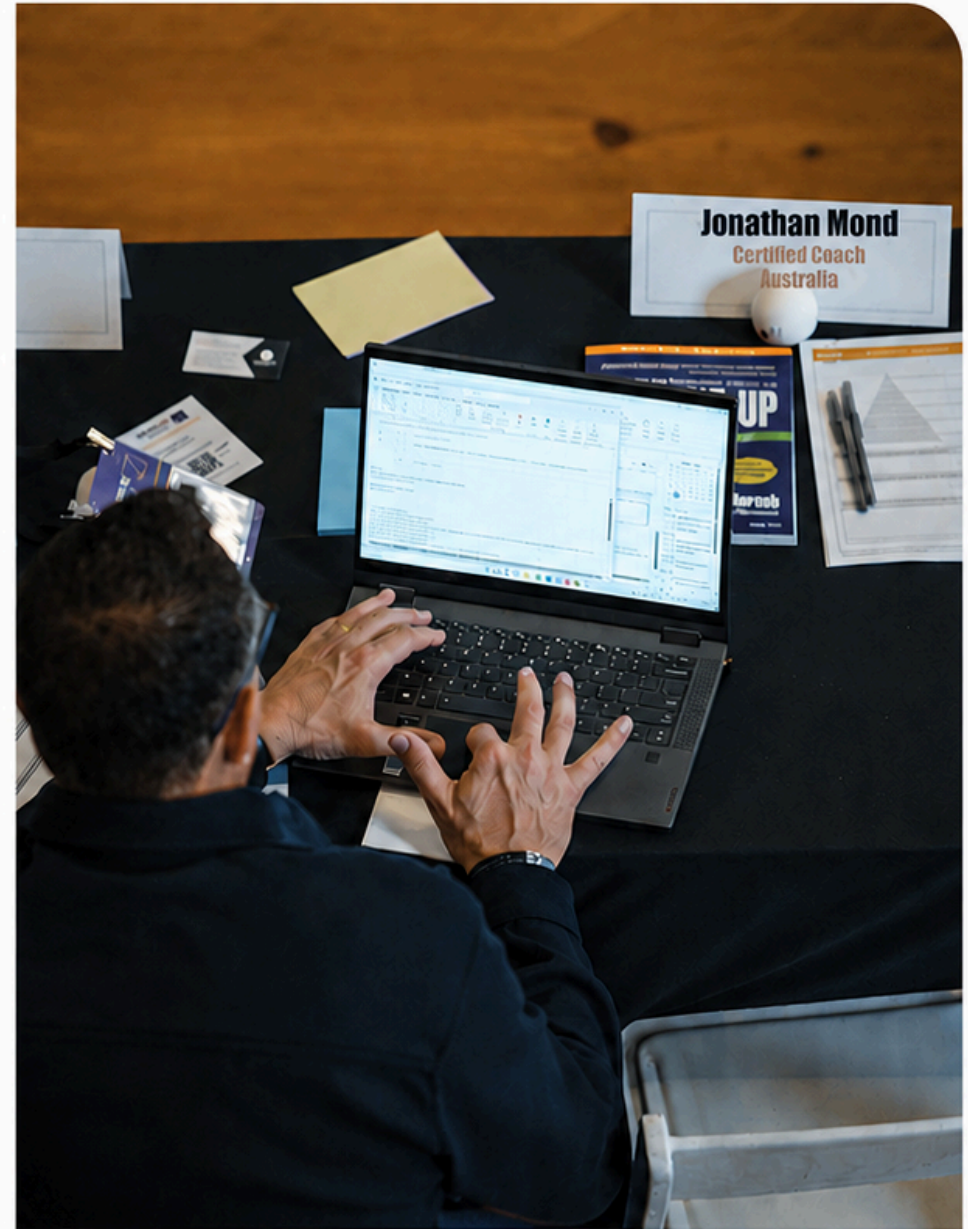
99% SUCCESS RATE

of businesses I work with improve profit, cash flow and enterprise value using the Cash Flow Story framework.

SCALING UP
CERTIFIED COACH



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