

JONATHAN MOND

Financial Excellence Masterclass

Understand the story behind your numbers

Make better decisions. Build a stronger business

**Most business report the numbers
Very few use them to lead the business**

A practical masterclass that turns
your financials into a clear story,
helping leadership teams see where
cash is going, what drives profit, and what
decisions will make the biggest difference.



CASH FLOW STORY

FINANCIAL EXCELLENCE

POWER OF ONE

Financial Excellence MasterClass

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.



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 there 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.

How it Works



BEFORE

BEFORE THE WORKSHOP

- A short pre-workshop conversation to understand the needs of your organisation and agree on how financial confidentiality will be managed with those attending.
- We will need your financials for the past two years, plus the current year to date.
- One week before the workshop, we will provide your Financial Health Check Report, if required.



DURING

DURING THE WORKSHOP

- Jonathan will deliver the agreed Financial Excellence Workshop using your numbers or an agreed case study.



AFTER

AFTER THE WORKSHOP

- You will receive a takeaway booklet covering the key techniques explained in the workshop.
- You will receive a copy of the workshop slides.
- A summary video of the workshop will be provided.

Your numbers already contain the answers.

You just need the right framework to turn them into better decisions.

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

Financial Excellence turns your financials into a clear story of profit, cash and value, helping your leadership team see what is really driving performance, where cash is being absorbed, and where the biggest opportunities are hiding.

THE OUTCOME

01 See the cash

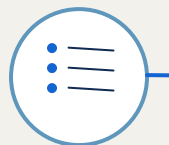
Understand where cash is being created, absorbed and trapped.

02 Find the levers

Identify the changes that can have the greatest impact on profit and cash.

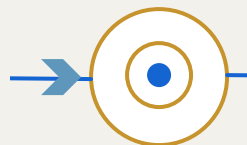
03 Lead with confidence

Turn financial insight into clear priorities and action.



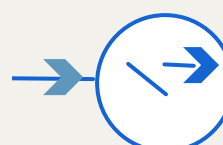
YOUR NUMBERS

already contain
the answers



RIGHT FRAMEWORK

reveals what matters



BETTER DECISIONS

shape what
happens next

