

# Financial planning

Facilitated by: Adekoya Business Consulting LLC

Wed., May 22, 8:30 a.m.–12:30 p.m.

Sound Transit's 7th floor Skull Island Room

705 5th Ave S. Seattle 98104

**Learn how to leverage strategies, tools and skills to ensure business operations are financially sound and profitable**

## The training will focus on:

### Financial statements

- To spotlight business improvement areas.
- How to compile, review and audit balance sheets, income statements and cash-flow statements.

### General business management strategies

- Differentiate your business to ensure market opportunity sizing, competitive edge and continued growth.
- SWOT (Strengths, Weakness, Opportunities & Threats) analysis.
- Go-to-market strategies.

### Financial health positions

- How to meet short-term financial obligations to maintain and grow operations.
- Monthly review of key ratios and financial management.

### Key performance indicators (KPIs)

- How to develop key applicable measurements for business profitability, customer experience and operational efficiency.
- Examine 8-10 critical KPIs.

**To register,**

**Email [Candace.Dickson@soundtransit.org](mailto:Candace.Dickson@soundtransit.org)**

*Training also provided via webinar*