

Business Drivers	Cash Sources	Asset Utilisation
Cash	Cash from Operations	Refers to a company's ability to efficiently and effectively use its assets to generate profits.
Profit	Cash from Investing	
Assets	Cash from Financing	
People		
Growth		
Profit	Why Cash?	Growth
Raise Price	Interest Payments	Organic Growth
Sell More	Operating Expenses	Inorganic Growth
Lower Costs	Capital Expenses	
Profit = Revenue - Cost	Opportunities (acquisitions)	
Profit Metrics	Uncertainty	Metrics:
Gross Profit = Revenue-Costs of Goods Sold		- Sales (Top Line)
Operating Income = Gross Profit - Overhead		- Profit (Bottom Line)
Net Income / Profit = Op Income - Taxes		- Shareholder Value
The Big Picture	NPV	
The big picture of our main job: Contribute to Building a company experiencing long-term, sustainable, profitable growth.	Is the present value of the future cash streams from investment greater than the cash investment?	
How what we do fits into the overall picture of helping the company make money, achieve its strategic objectives, and be profitable.	Inputs: - Cash Invested - Future Cash streams (Amount, Time) - Discount Rate	
Focus on overall business, not the operations of my department or division.		Financial Statements
Senior management team wants the entire business to be profitable, not just a single unit.		Cash Flow Statement: Cash
		Income Statement: Profit/Growth /People
		Balance Sheet: assets
	Asset Strength	
	Refers to a company's ability to stay viable during the ups and downs of the market place.	
	Current Ratio	
	Debt to Equity Ratio	
	Cash Balance	
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