FINANCE CURRICULUM

UNDERSTAND THE NUMBERS THAT DRIVE THE PROFIT

BIG ROCK LEADERS®

CRI CARR RIGGS & INGRAM Simple Numbers

BIG ROCK LEADERS + CRI

Simple Numbers Primer

Three 55-minute virtual sessions focused on the financial statements and the actionable data that drives better decisions.

Oct 7 | Nov 4 | Dec 2
10:00am-10:55am ET | Virtual

This primer helps growth-minded leaders move beyond accounting reports and start using financial data as a practical tool for profitability, cash management, and better decisions.

SESSION 1 | See Your P&L Through a Business Owner's Lens

- Why most P&Ls hide the truth
- The 10% pre-tax profit benchmark
- Revenue vs. gross margin vs. profit
- Direct labor, management labor, and labor efficiency ratio
- Finding the 3-5 drivers of profitability

SESSION 2 Making Sense of the Balance Sheet

- The four uses of capital
- Why growing companies run out of cash
- Core capital target
- Cash, debt, and working capital
- How growth consumes capital

SESSION 3 | Turning Financial Data into Actionable Decisions

- What is actionable data?
- Weekly accounting rhythms that create timely information
- Sales KPis and pipeline metrics
- Customer profitability and core customer insight
- Building a simple business scorecard

OUTCOMES

- See where profit is really created.
- Understand how much cash the business actually needs.
- Leave with a practical dashboard of financial and sales metrics.

See the business clearly.
Build what's next.
— BIG ROCK LEADERS

MEMBER
$610

NON-MEMBER
$987

Lead with clarity. Build what's next.
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