



**StartUp**  
Mendocino

**BUSINESS ACCELERATOR**

**2025**



Strategic Financial Navigation: Optimizing Your Path to Success

# FINANCIAL STRATEGY

Starts with measuring your financial performance.



Every decision you make directly affects the financial performance of your business!



Financial performance: understand the difference between growth and failure.



# TODAY'S WEBINAR

## Review and discussion

- Budget: How is forecasting going?
- Changing Software?
- New Finance Systems?

## Financial Controller

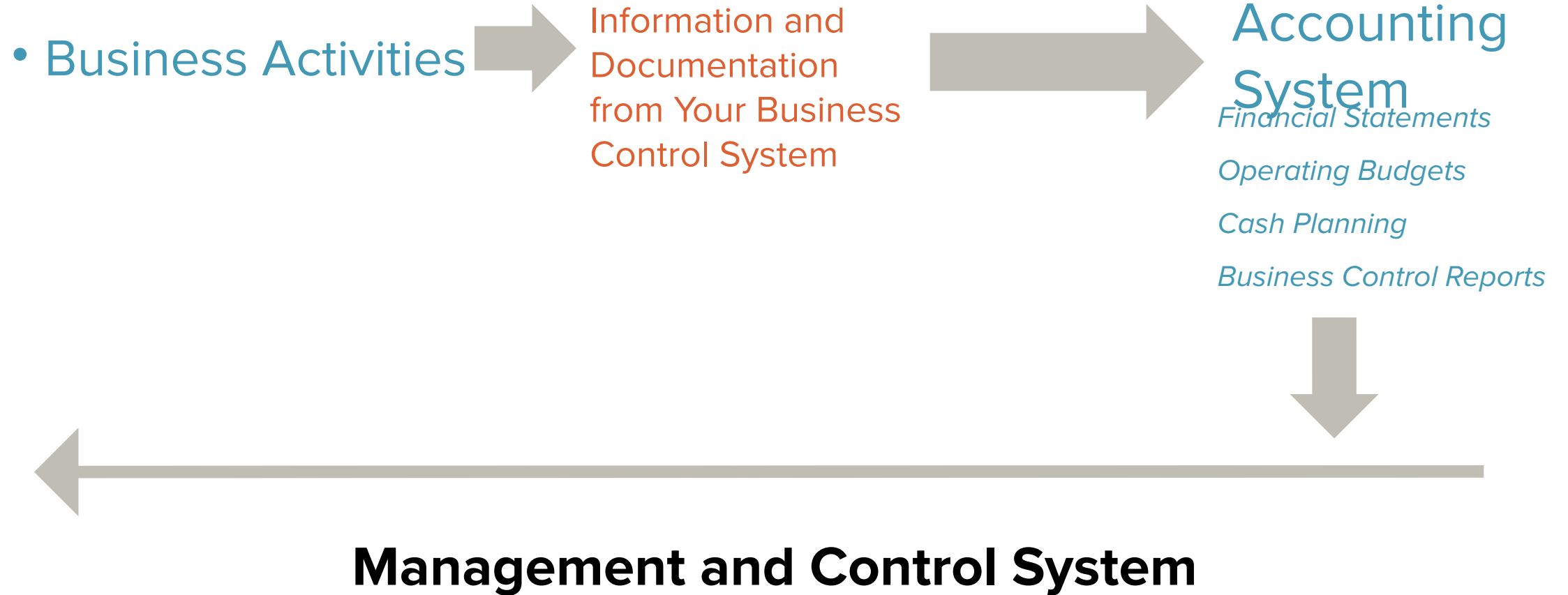
- Expense strategy
- Product and Service Costing
- Pricing Strategy
- Determine profit margins
- Understand your financial position

Financial performance: understand the difference between growth and failure.

# FINANCIAL MANAGEMENT PROCESS

“You must gain control over your money or the lack of it will forever control you.”

– Dave Ramsey



# HOW DO I MEASURE FINANCIAL PERFORMANCE?

Is it the cause or a symptom of my problems with ...

- Product and service pricing
- Price increase
- Budget monthly lease increase
- My first employee
- My compensation
- My profits

Not knowing confuses how we

- Evaluate a potential new product line
- Create a budget model for competitive analysis
- Look to the future with confidence



“When you learn, teach. When you get, give.”  
— Maya Angelou



# THE FINANCIAL CONTROLLER

Business Management Tool



The Financial Controller takes your monthly financial data and puts it in powerful graphs, displaying data that affects each other together. Identify the trends that are helping and hurting your business.



Use your financial data to make changes in your business. If maintained, the financial controller will show you if those decisions are helping or hurting your business.

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# TIPS AND TRICKS

## The Tool ...

- Is not a monthly reporting tool.
- Takes a “snapshot” of your operations and pricing structure vs cosgts.
- Should be used at least twice each year:
  - Use at six months into the current budget year.
  - Use at 4<sup>th</sup> quarter to budget increases slated for next year.
- Experiment with the Tool, it is resilient and capable of much more.

## Successful Small Business Owners ...

- Understand the difference between variable and fixed expenses.
- Understand their industry business cycle.
- Understand breakeven is an intermittent goal, not a destination.
- Know their fixed cost coverage.

“The habit of saving is itself an education; it fosters every virtue, teaches self-denial, cultivates the sense of order, trains to forethought, and so broadens the mind.”

– T.T. Munger

# ACTIVITY AND BREAKOUT

## The Tool ...

- Save an original copy, just in case you do something silly. Do a save as and start a fresh copy, with having a solid back up on your hard drive.
- Prepare to do 3 drafts. This will ensure as clean, accurate and updated data as possible.
- Once final, ensure notes are made on the document itself related to discoveries and changes that will be implemented.

## Administration

- Create a filing system to store templates and copies.
- Project plan and set up tasks for completion of report, as well as meetings to discuss with beneficial parties.
- Follow up with any tasks that were discovered keeping your numbers as current and accurate as possible.

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**“You don’t have to see the whole staircase;  
just take the first step.”**

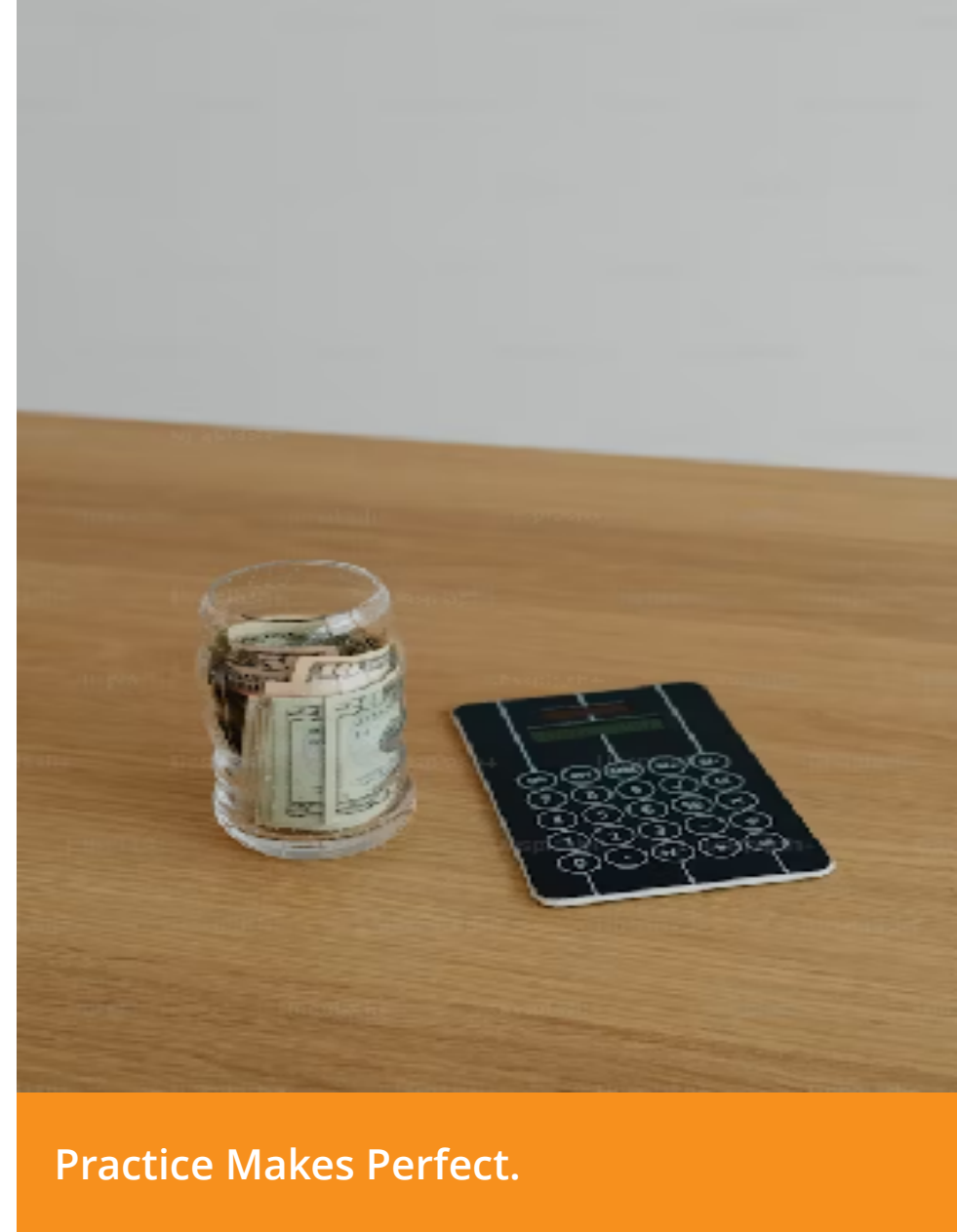
— Martin Luther King, Jr.

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# NEXT STEPS

1. Finish updating the financial controller
2. Identify 3 areas to change due to the financial data discovered in the financial controller
3. Continue maintaining weekly and monthly financial management and update the financial controller monthly.



Practice Makes Perfect.

THANK YOU FOR BEING PART OF



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