Impact Your Business: An Allegory of an Entrepreneurs Journey to Clarity, Cash, Profit, Family, and Success

By Ken Kaufman

CFO Wise, Incorporated. Paperback. Book Condition: New. Paperback. 252 pages. Dimensions: 9.1in. x 5.9in. x 0.8in.SECTION 1: ALLEGORY---Steve Loveland, the owner of a software firm, has hit bottom. Hes about to lose his company and family, and hes desperate to turn things around. Jennifer Silverstone, a finance-savvy consultant, helps him implement the six essential dashboards every business needs. This transition to running a business with numbers, which every entrepreneur must eventually make, gives him the clarity required to save his business. With plenty of real-life problems, like a layoff, company-wide salary reduction, bank loan negotiation, family issues, and more, following Steve through this journey teaches fundamental finance and accounting principles in an interesting and engaging format. No matter where a business is in its life cycle, the contents of this book will empower entrepreneurs everywhere to Impact Your Business. SECTION 2: CONCEPTS---IMPACT is actually an acronym, and it represents the six criteria to which all reports and information an entrepreneur receives about the business performance should adhere: Insightful, Meaningful, Precise, Accessible (both physically and intellectually), Comparative, and Timely. Along with a thorough explanation of how to meet these six criteria, this section shares a detailed explanation of the need every...

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