



Combating your chronic cash flow crisis

Rhondalynn Korolak



A photograph of two young women with blonde hair, seen from the chest up, engaged in conversation outdoors at night. The woman on the left is in profile, looking towards the right, wearing a dark jacket with a light-colored fur collar. The woman on the right is seen from the back, looking towards the left. The background is dark and out of focus, showing some green foliage. The text "Take a minute to connect with your neighbor" is overlaid in white on the right side of the image.

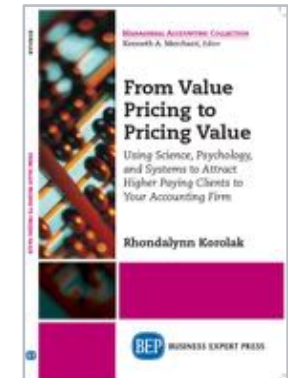
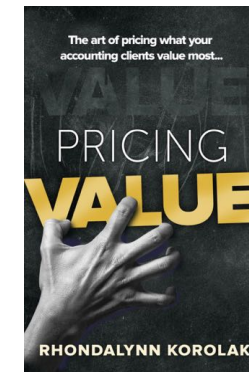
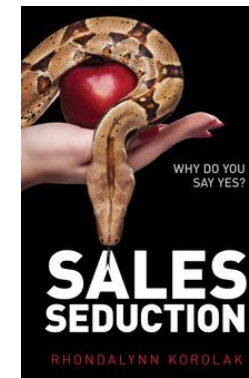
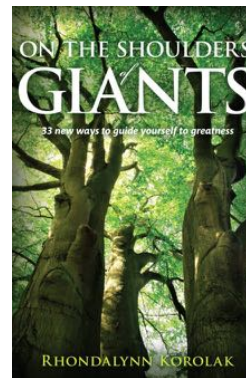
Take a minute
to connect with
your neighbor

#QBConnect | WiFi: QBConnect

Today's speaker

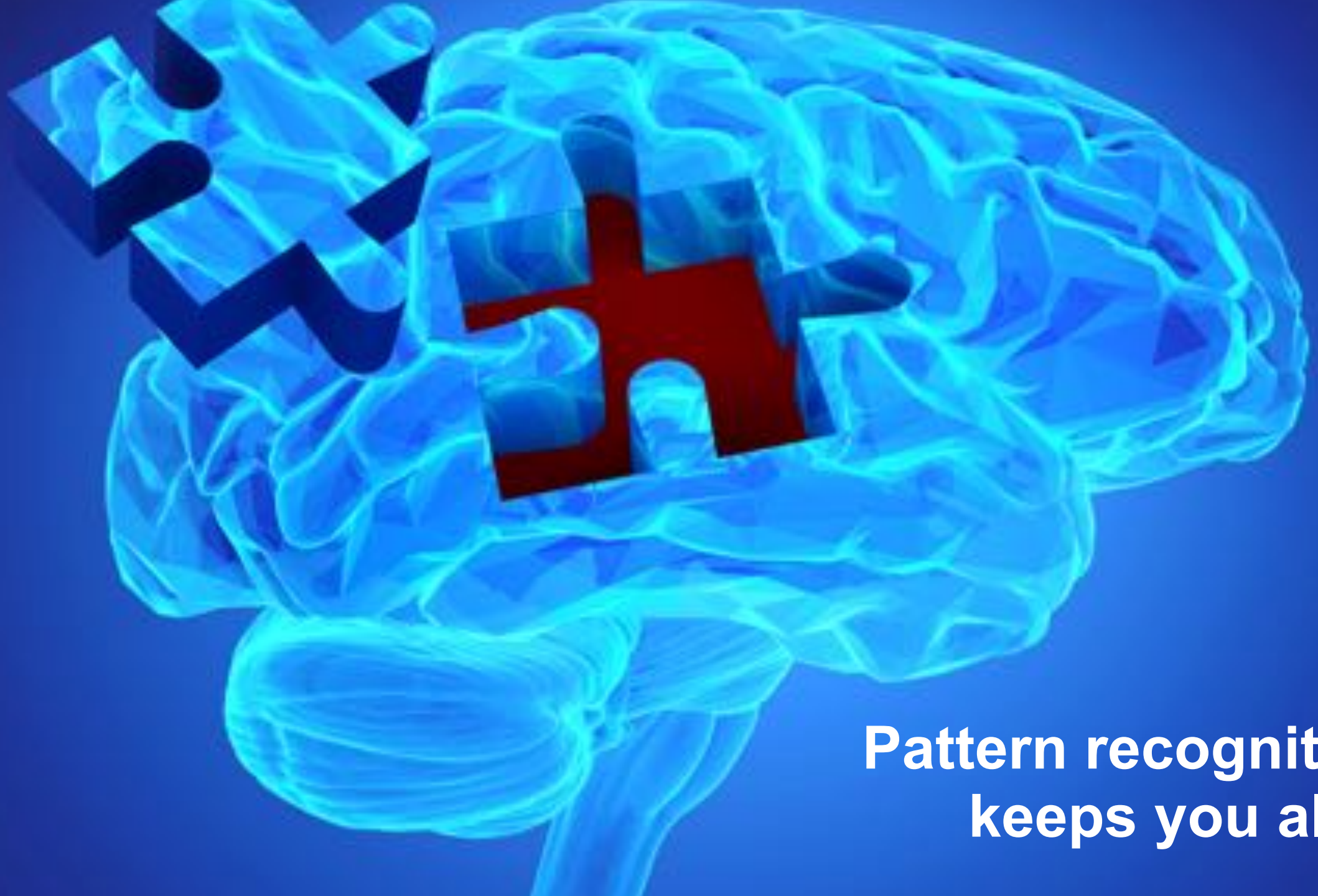


Rhondalynn Korolak
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Can you see order in chaos?





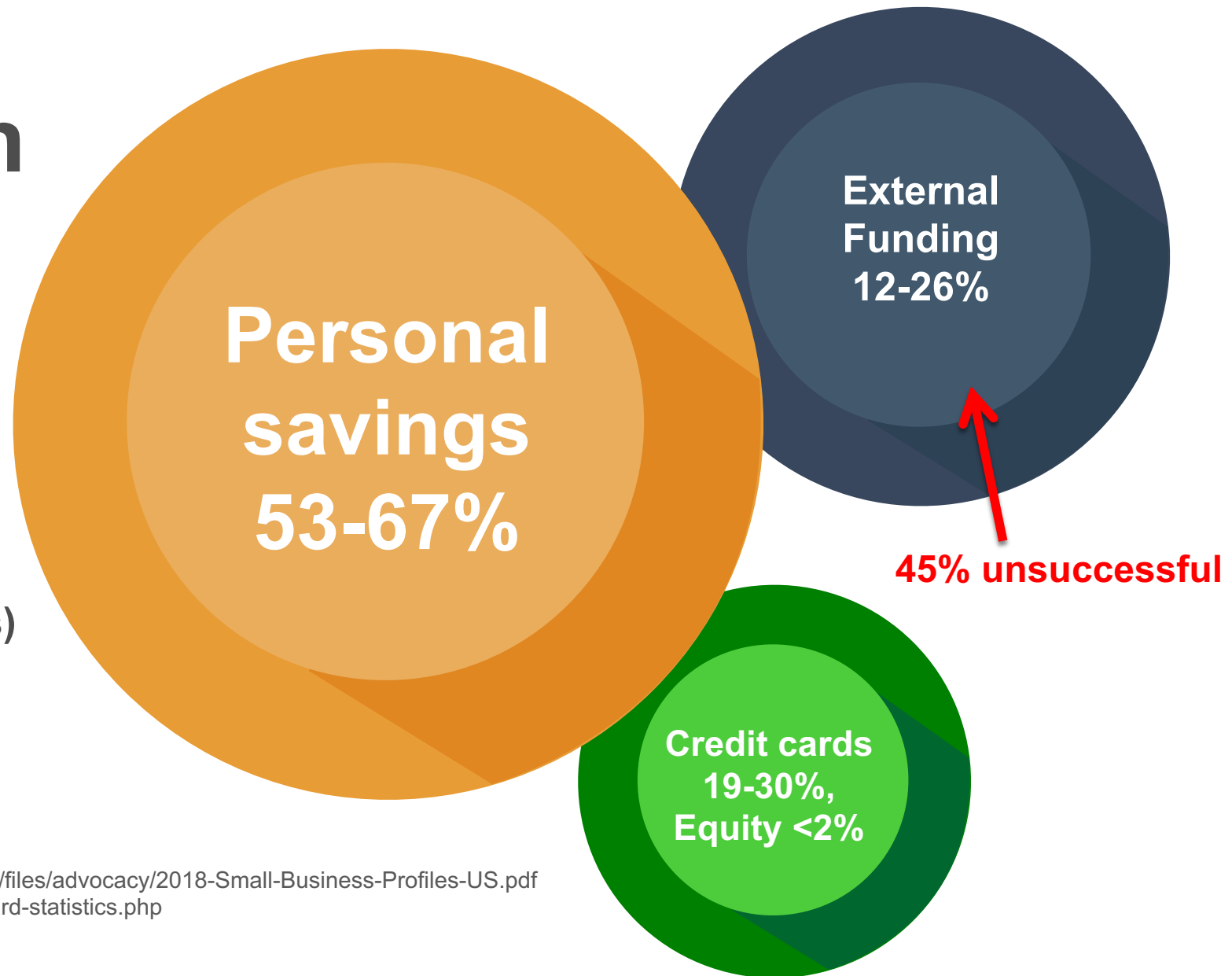
**Pattern recognition
keeps you alive**

How big is the problem?



Cash Flow Pain for SMBs

30.2m SMBs (20.2m < 20 employees)
Cash flow shortfall - \$1.7T in USA
(\$6T globally)



Data and statistics provided by <https://www.sba.gov/sites/default/files/advocacy/2018-Small-Business-Profiles-US.pdf>
<https://www.creditcards.com/credit-card-news/business-credit-card-statistics.php>

If 87 % have cash flow pain...
What's the best **solution?**

Agenda

What we are going to cover

How to spot the 5 rookie mistakes that kill your cash flow

Tangible solutions to CURE cash flow pain

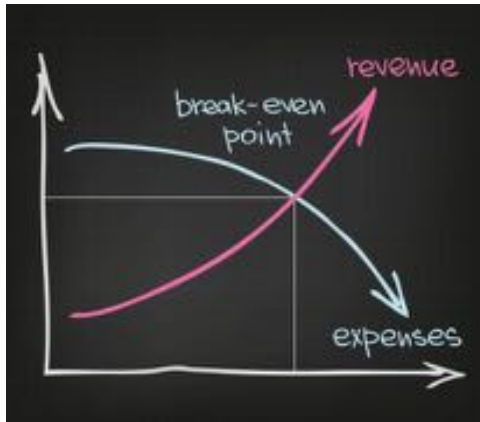
Why it's impossible to fix chronic cash flow problems with financial literacy alone

+ Executive summary – pdf takeaway

What is / isn't cash flow

Profit

Revenue \neq expenses



Cash

\$ in your bank account



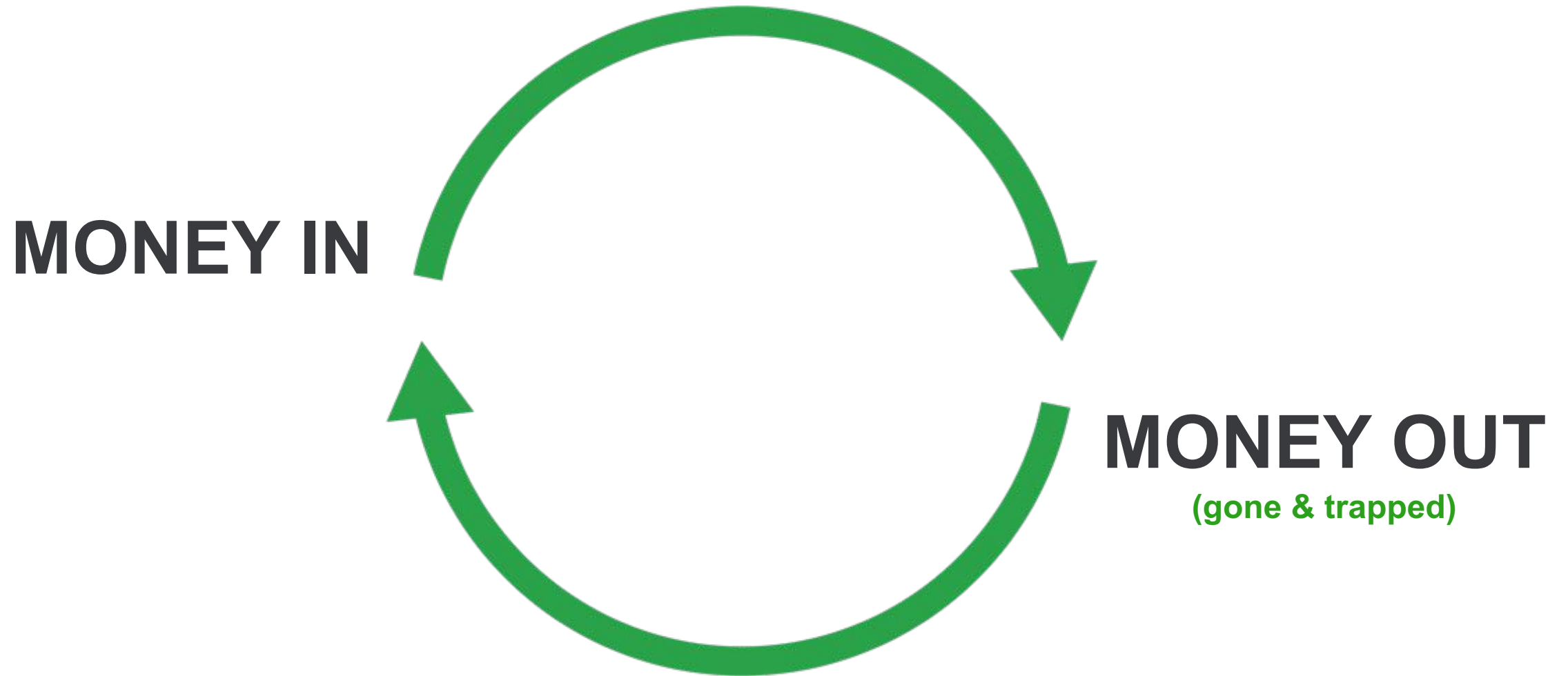
Cash position estimate

How much you might have



Key Point: Profit, cash and cash position estimate (forecast) won't give you enough info to FIX cash flow problems

Cash flow is 100% certain

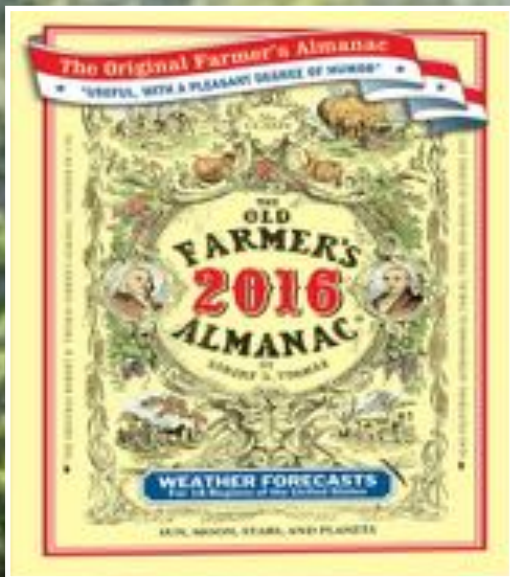


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Here's an example...

Do you want to know:

1. Where the water is **underground?**
2. How much is in the **gauge?**
3. Or **speculate** when it might rain?



BEST solution ->
find water (i.e. cash), quantify
how much is there, & unlock it

Another example...

PENNY and ERNEST

(FINANCIAL FOREPLAY® CHARACTERS)



Money collected

—



Money spent



Cash flow - Visual

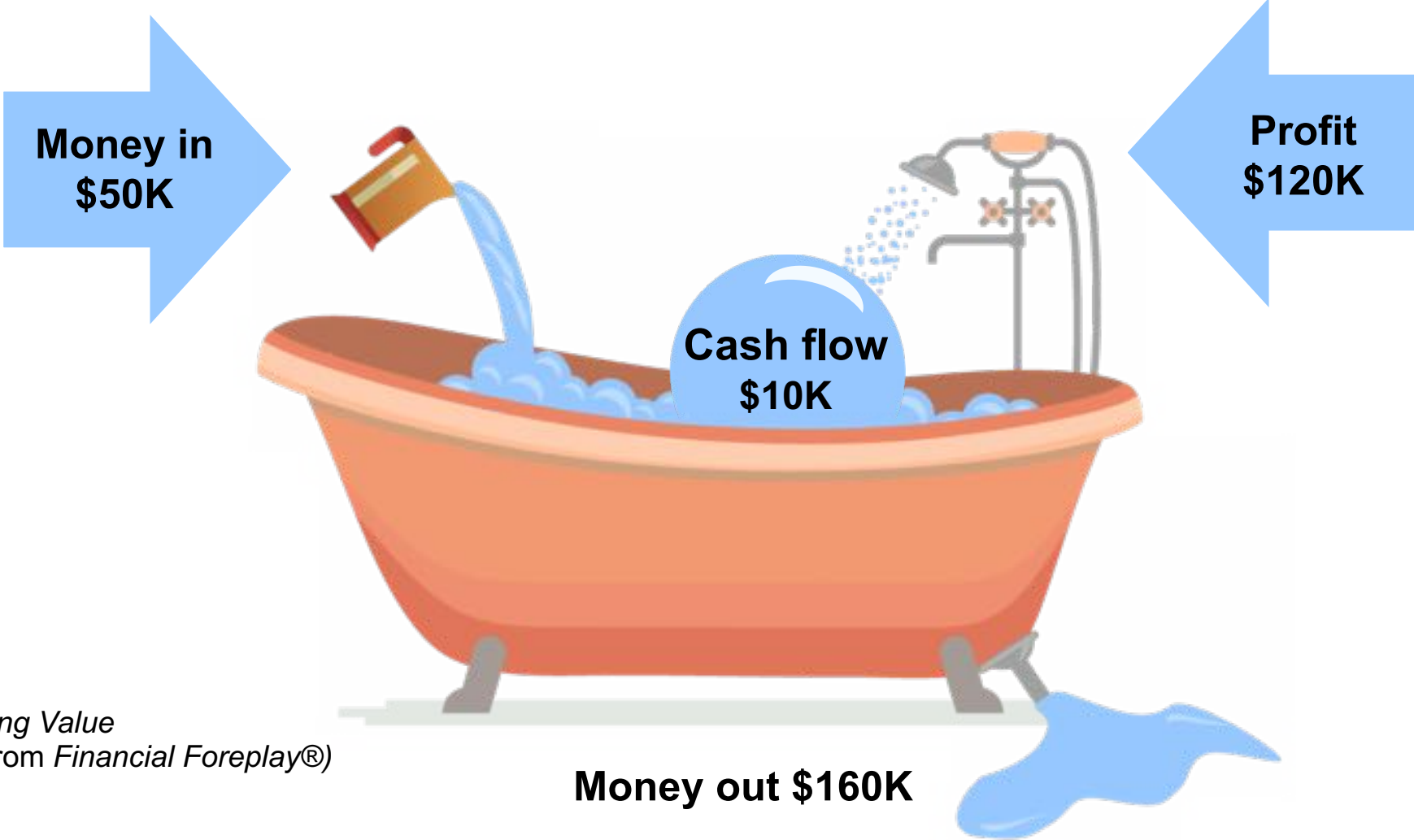


Figure 6.3 *Pricing Value*
(also adapted from *Financial Foreplay*®)

Cash flow - Visual

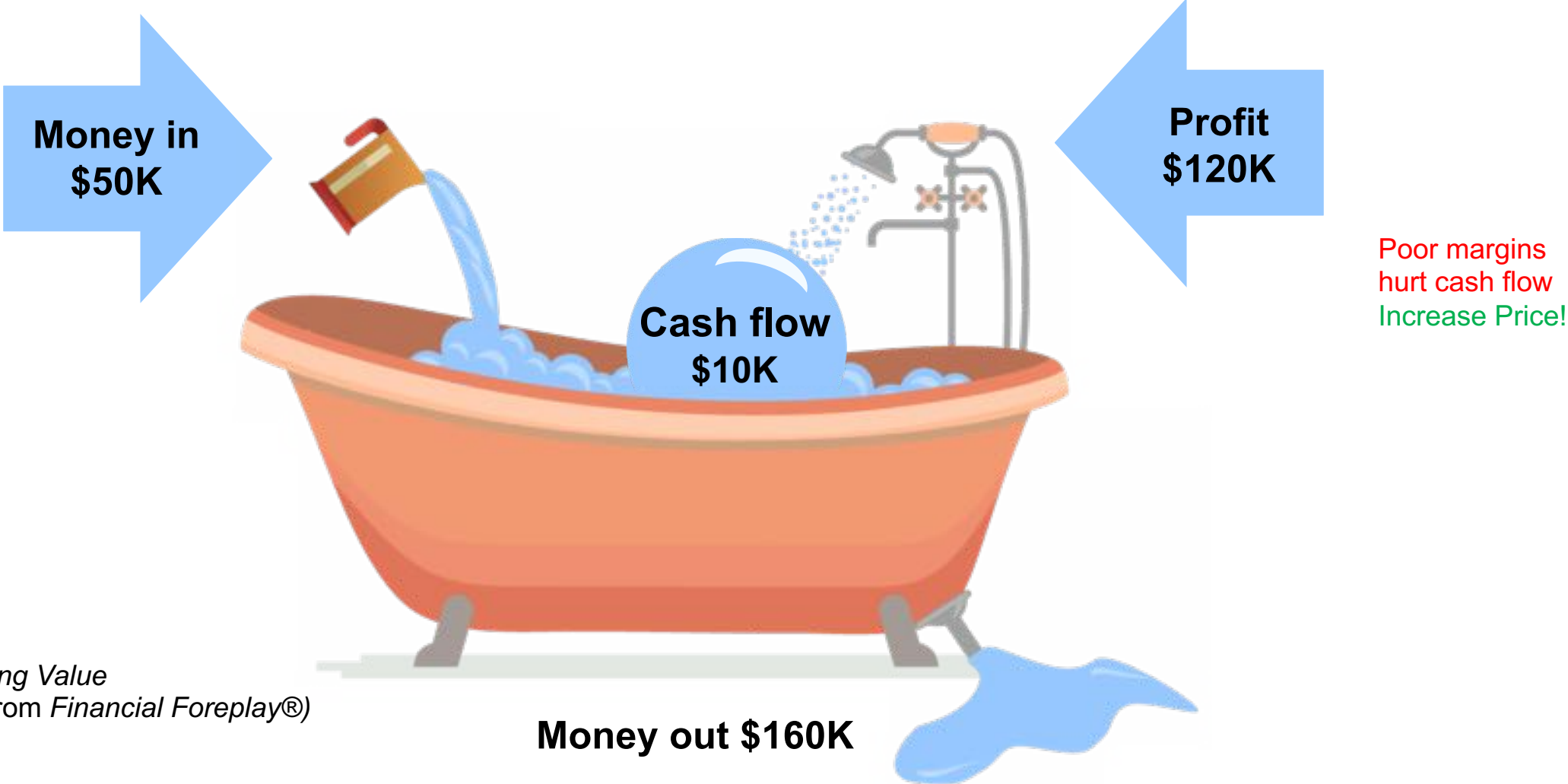


Figure 6.3 Pricing Value
(also adapted from *Financial Foreplay*®)

Cash flow - Visual



Figure 6.3 Pricing Value
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Cash flow - Visual

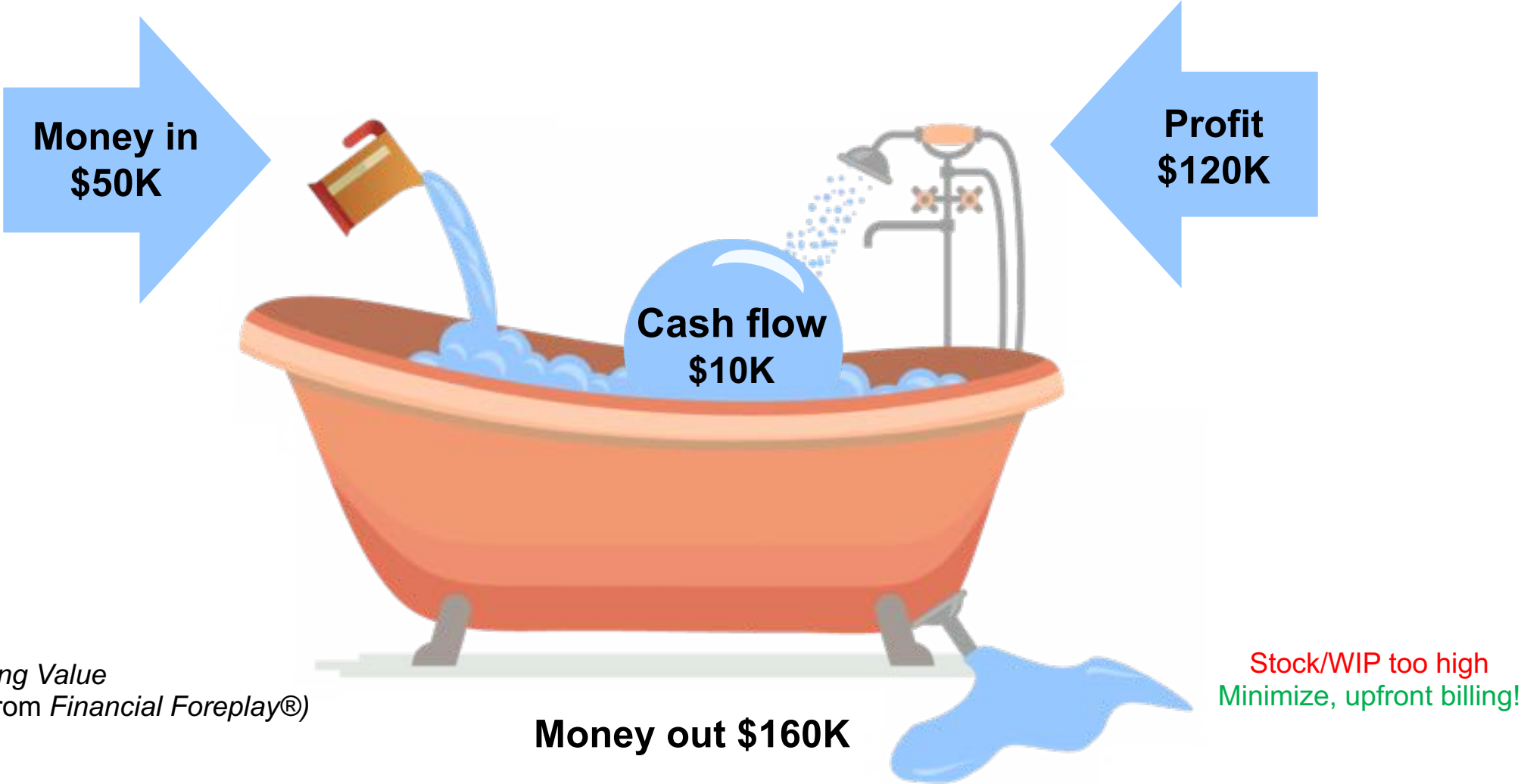


Figure 6.3 Pricing Value
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Cash flow - Visual

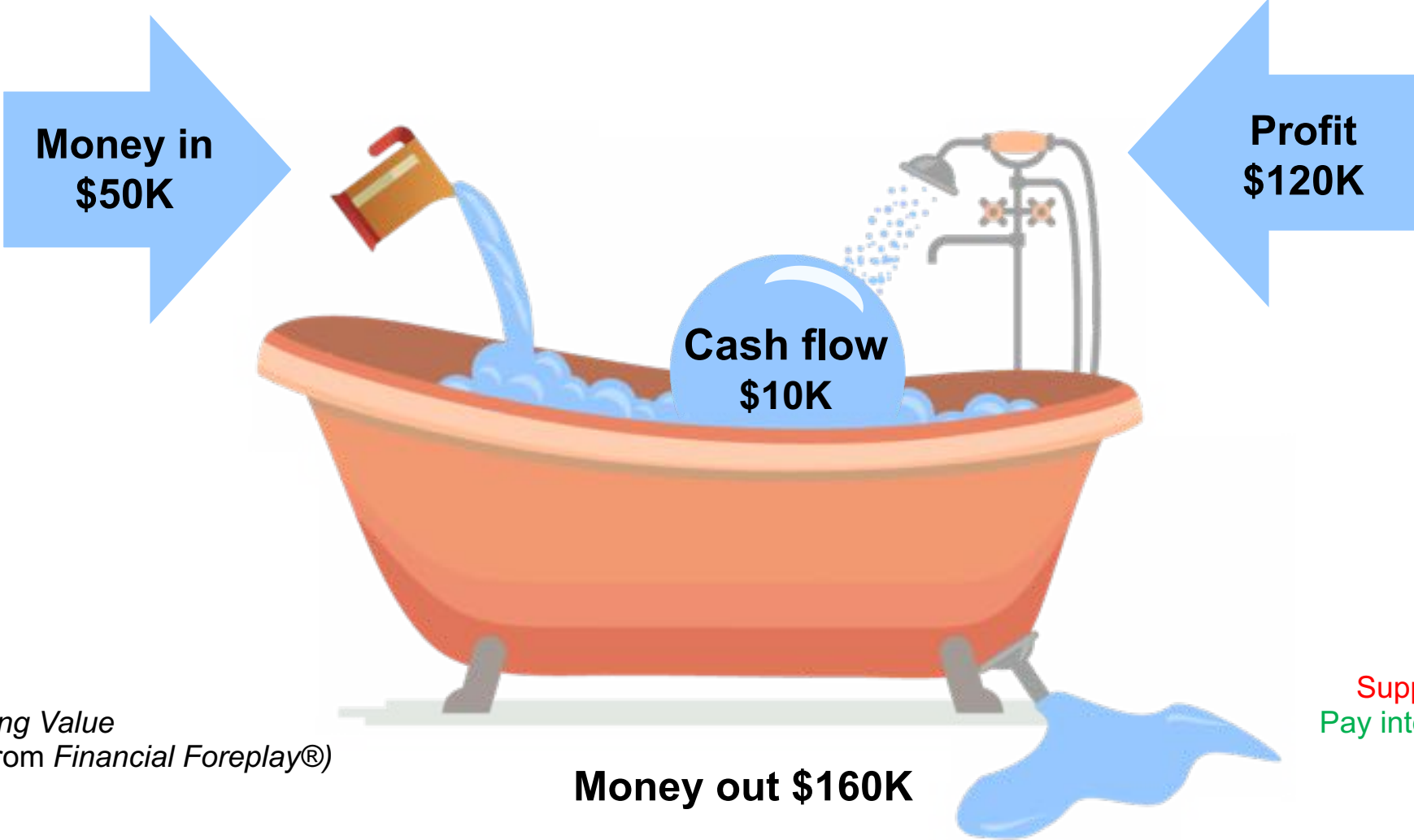


Figure 6.3 Pricing Value
(also adapted from *Financial Foreplay*®)

Supplier payments
Pay intelligently, stretch,
discounts!

Agenda

What we have covered so far

The 5 rookie mistakes that kill cash flow

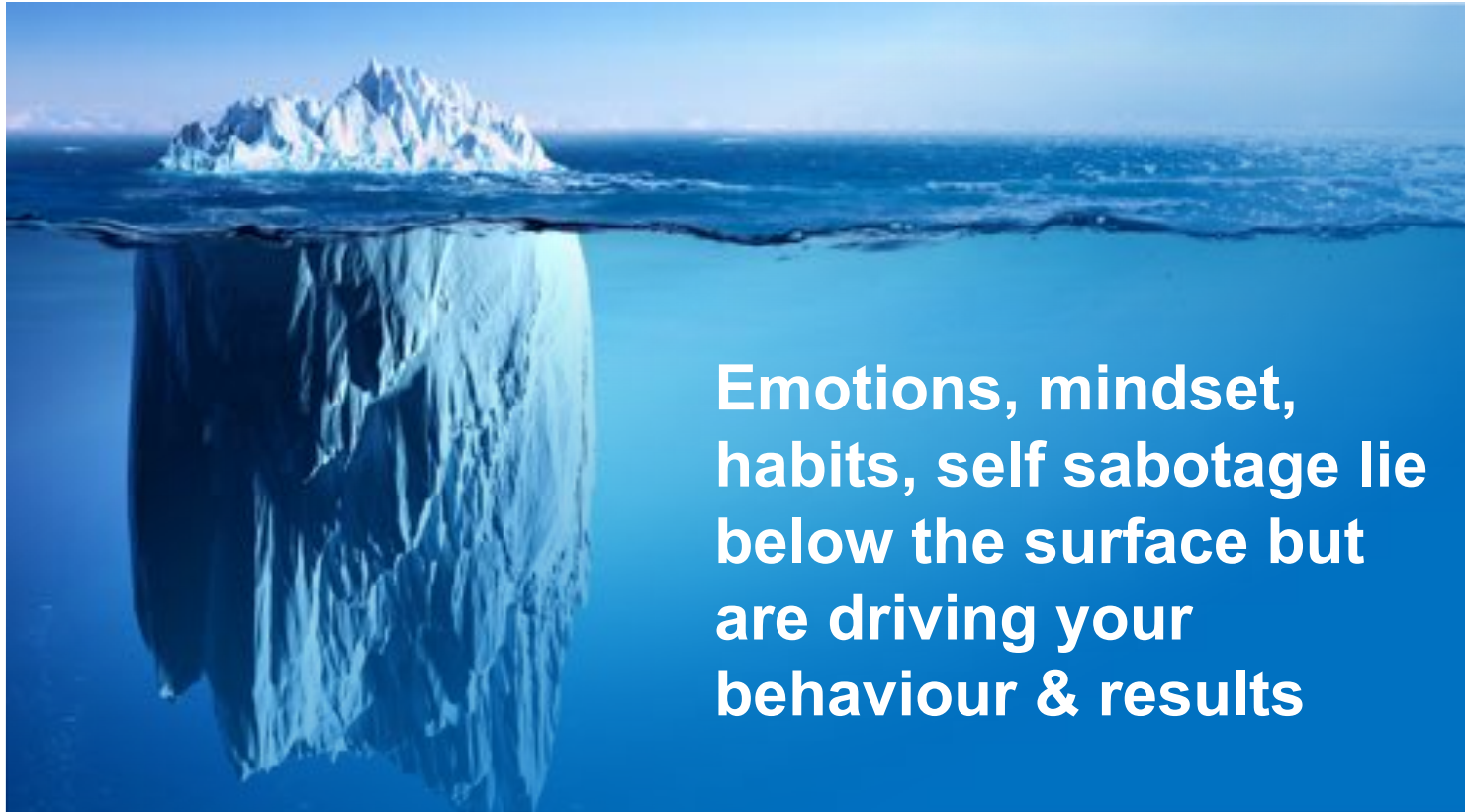
- #1 Wasting time forecasting
- #2 Poor net profit
- #3 Letting customers get away without paying
- #4 Paying too quickly
- #5 Carrying excess inventory/WIP

Solutions to CURE cash flow pain

- #1 Measure and focus on cash flow
- #2 Increase margins (price is easiest)
- #3 System and psychology
- #4 Pay intelligently & intentionally
- #5 Minimize inventory/WIP

Why it's impossible to fix chronic cash flow problems with financial literacy alone

Impact of stinking thinking



Must deal with both emotional and financial aspects if you want to have a successful business

Here's an example...



Band-aids vs. solutions

Financial literacy

Collect debt quicker

Don't give credit to anyone with a pulse

Get loan or investment

Pay suppliers slower

Get rid of dead or slow moving stock

Increase margins

Assets must generate revenue

Dealing with addictions

Take pulse

Put in recovery position

CPR

Call ambulance

Check vital signs

Anyone nearby with medical training?

Clear airway

KEY POINT:

Chronic cash flow issues aren't cured with band-aids. You must **eliminate the cause & prevent it from recurring.**

Profit, tax, & money are bad



Perception & framing

Profit, tax, & money are neither good or bad

Negative meaning leads to pain and struggle

On deeply subconscious level this leads to self-sabotage

Acknowledgement and reframing

Penny wise, pound foolish



Bad habits are hard to break

Fret about \$100 purchase, yet think nothing of wasting \$10,000.

60+ days to form/break a habit

Need consistent and impactful support to prioritize and evaluate

Scarcity mentality



Dangerous thinking:

Only so much pie to go around

Difficulty sharing or being happy for success of others

Focus on the extreme short term of every decision (ignore long term consequences)

Leads to bad/impulsive decisions

Abundance is the anti-dote

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Tangible solutions to CURE cash flow pain

Why it's impossible to fix chronic cash flow problems with financial literacy alone

Emotions, beliefs, habits, mindset are keeping you poor

Awareness – pay attention (thoughts, words, behaviour)

Create new, more empowering meanings

Habits take at least 60 days to form/break

Focus on abundance/gratitude

Next steps



KEY POINT: Must address both mindset and financial literacy if you want to have a successful business.

Tweet your most valuable takeaway from this session:

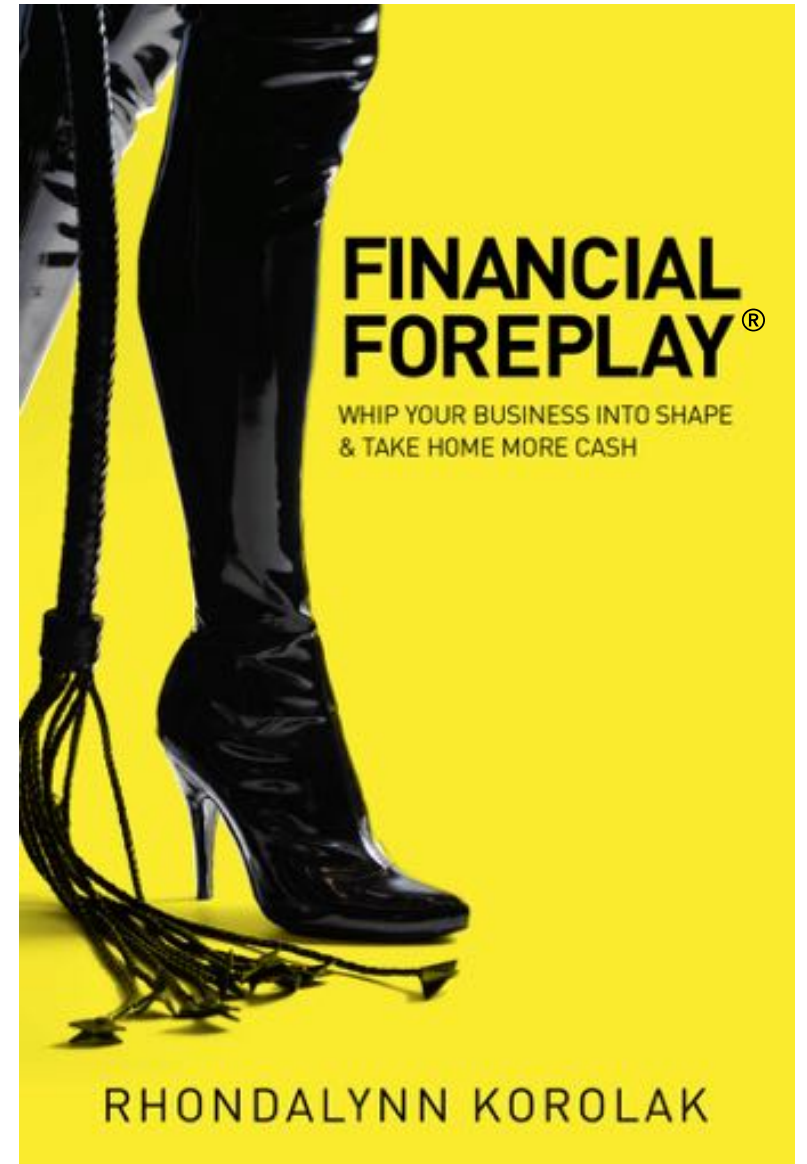
@rhondalynn

#financialforeplay

#QBConnect

Free copy for most memorable tweet

Free copy for tweet with the most likes / retweets



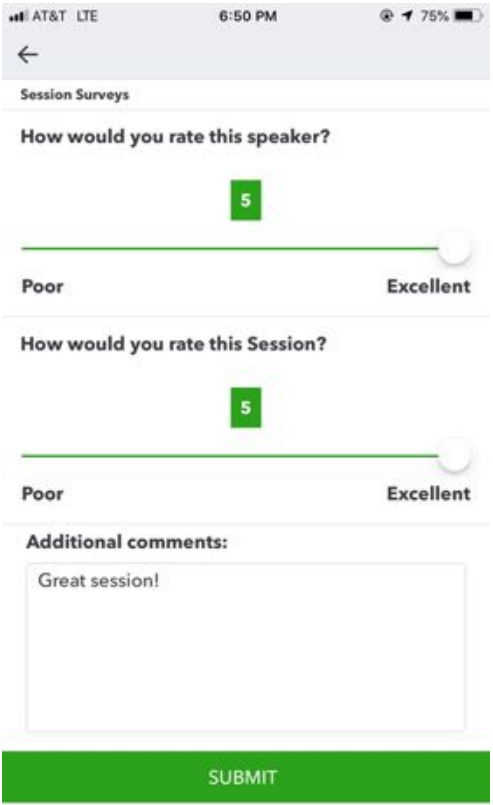
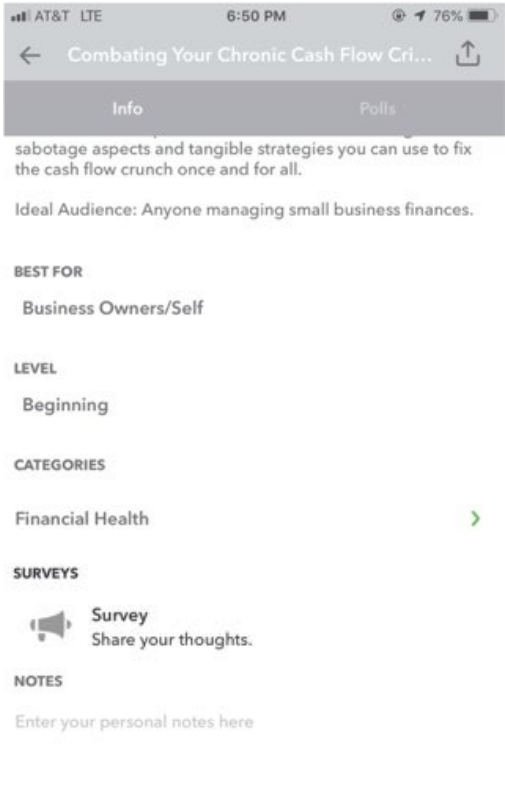
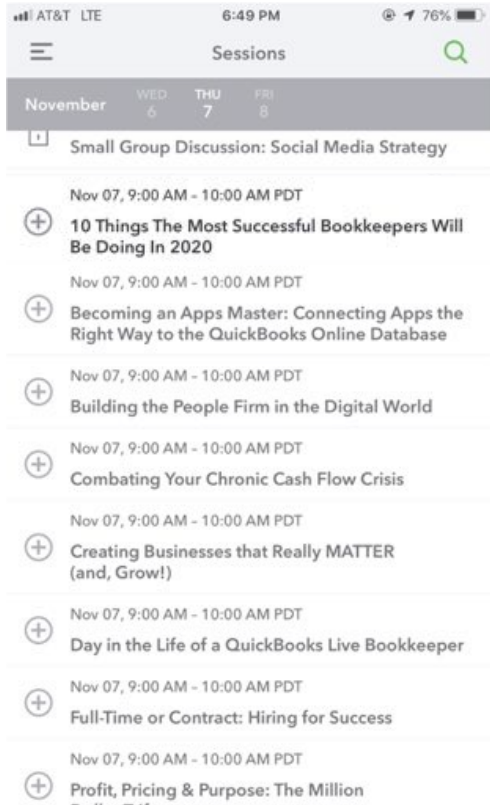
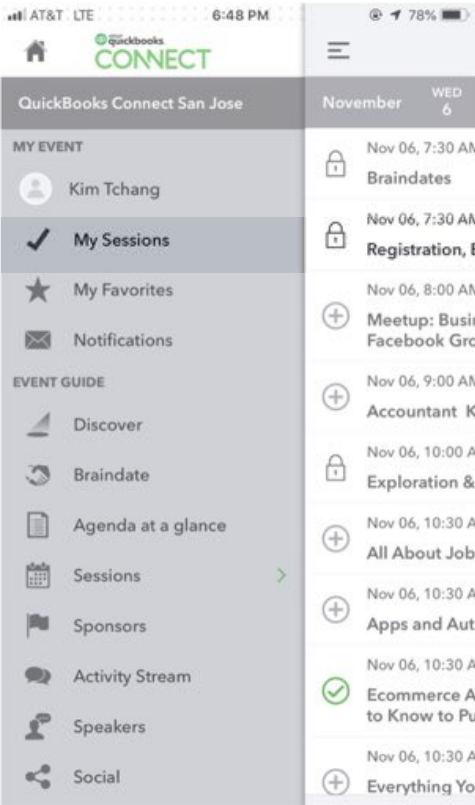


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The screenshot shows the QuickBooks Connect agenda page for November 7. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a 'Register now' button. The date 'November 7' is highlighted, with 'November 6: Accountant Day' and 'November 8' also visible. A 'Print Agenda' link is in the top right. Below the header, a paragraph describes the event: 'Get new insights from experts in business growth, organizational culture, financial health, technology and life skills. Book a Braindate with peers and expert consultant for one-on-one learning. Unwind in the evening with our legendary celebration.' A search bar labeled 'Search for sessions' is present. Below the search bar are filter buttons: 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health', followed by an 'Expand all +' link. The agenda list shows sessions for November 7. The first session is 'Registration, Breakfast & Exploration' from 7:30-7:00 am. The second is 'Braindates' from 7:30-10:30 am, with a description: 'New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. [Learn more](#)'. It also notes 'Best for: All Audiences' and 'CPE Hours: not eligible'. The third session is 'Yoga' from 8:00-8:30 am. The fourth is 'Breakout Sessions' from 8:00-8:45 am, which includes several sub-sessions: 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm'. Each session has a '+' icon to its right for more information.



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