



Solutions in Action

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Intro

The Columbia Community Business Program is an executive education program for small business owners aligned with the core curriculum of the MBA program at Columbia Business School. Participants will receive one-on-one business counseling, entrepreneurial education, and professionally facilitated peer learning. The program helps established business owners focus on their goals, maximize their time, increase revenues, build the right team, and make a big leap forward.

Summary

The Columbia Community Business Program runs a 2-year executive program to help CEOs with their small business infrastructure including their financial position. Glamis Haro, Senior Business Advisor of the program, saw that the CEO students needed help with mastering cash flow.

Thanks to the partnership between Moody's, Finagraph and the SBDC, Glamis had immediate access to Finagraph's comprehensive Business Cash Flow Essentials course which they used in the classroom to ensure all CEOs had a fundamental understanding of cash flow. Further, she asked each of the CEOs to come in the classroom with their laptops where they created a CashFlowTool account for their business, connected CashFlowTool to their business' QuickBooks and immediately saw their cash flow current and future forecast.

Each of the CEOs invited Glamis to be a collaboration partner in their CashFlowTool business so she could provide guidance and coaching to help each CEO know their strengths and weaknesses. She used the tool to determine their current financial status and key indicators to build actionable plans to learn how they could improve their cash flow position.



“CashFlowTool is an amazing tool and I knew our students needed this tool!”

Glamis Haro, Sr. Business Advisor





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What tools made this happen?

To be ready for the cash flow discussion and training in the classroom, Columbia Business School used the following:

- ✓ **Business Cash Flow Essentials Course:** This free course to SBDC advisors and their clients enabled the instructors to have a ready-to-go course to not only ensure they were fully trained but could also immediately use the turnkey training concepts directly in the classroom.
- ✓ **CashFlowTool Certification Course:** To be an expert in CashFlowTool, Glamis and other instructors took this course to ensure they were prepared to use the tool with their CEOs
- ✓ **Free Demo Account for Advisors:** Glamis requested a free demo account where within minutes, she was able to use CashFlowTool with a sample QuickBooks Online business to show the tool and concepts to the CEOs.
- ✓ **6-month free subscription to CashFlowTool:** Each of the CEOs took advantage of the 6-month free subscription to setup their own account, link with QuickBooks (Online or Desktop) and experience the full power of CashFlowTool.

Results and future plans

The use of these cash flow resources has been successful with many of the CEOs coming away with not only a recognition of the importance of understanding cash flow principles, but also directly learning techniques/methodologies to improve the cash flow health of their business.

Learn about how your SBDC office can benefit at www.cashflowtool.com/SBDC