

BUSINESS SENSE

Next Level Tools for Entrepreneurs & Small Business Owners



FINANCIAL LITERACY SERIES

Overview

Building and running a business is no small feat, and understanding business finance shouldn't be a barrier for achieving success. If you're like many entrepreneurs, you have a general understanding of income vs. expenses. You know where to look on your financial statements to see how much cash you have in the bank or identify your net income. However, you may not know how to use the financial data you have to elevate your decision-

making, negotiations and leadership skills.

In our **Financial Literacy Series**, we'll provide some basic financial education for entrepreneurs and small business owners to help you understand how specific financial statements are like a dashboard for your business and how this critical data and disciplined processes and practices can keep you on track to meet your business goals.

The Financial Literacy Series addresses the following topics and the key role they have on your business success:

- **The Importance of Financial Statements**
- **The Importance of Cash Flow Statements and 13-week Cash Flow Template**
- **The Purpose of Business Controls**
- **The Purpose of Internal Controls**
- **Functional Roles and Detail on Different Levels of Enterprise Accounting**

Business Sense is a no-fluff source of information that gets right to the heart of what small business owners need: essential tools and informational resources to help their businesses grow. Written by our team of business coaches, this series shares their decades of experience in areas such as financials, operations, sales and marketing, human resources, leadership, and governance. Business Sense is designed to provide entrepreneurs and small business owners in various sectors, including agriculture, forestry, waste management, renewable energy, and environmental technology, with recommendations and practical advice to help their businesses not only survive but thrive.

Our business management coaching and Business Sense Resource Guide are designed to accelerate the growth of the enterprises we work with and expand the leadership capacity of the entrepreneurs who own and manage these businesses.

Let Us Help You and Your Business

The Vermont Sustainable Jobs Fund provides tailored business management coaching, entrepreneurial support, and training to position Vermont-based entrepreneurs and small business owners in our designated market sectors for growth and long-term success. We partner with state government, private sector businesses and nonprofit organizations to build a thriving economic, social and ecological future for Vermont. Learn more at [VSJF.org](https://www.vsjf.org)



Vermont Sustainable Jobs Fund

Accelerating Sustainable Economic Development

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