

# Financial planning for DBE and small-business owners

Facilitated by: Adekoya Business Consulting LLC

Thursday, Aug. 17, 8 a.m. - 1 p.m.

Sound Transit's Ruth Fisher Room  
401 S. Jackson St. Seattle

**Learn how to leverage strategies, tools and skills to ensure business operations are financially sound and profitable.**

**The training will focus on:**

#### **Financial statements**

- To spotlight business improvement areas.
- How to compile, review and audit balance sheets, income statements and cash-flow statements.

#### **General business management strategies**

- Differentiate your business to ensure market opportunity sizing, competitive edge and continued growth.
- SWOT ((Strengths, Weakness, Opportunities & Threats) analysis.
- Go-to-market strategies.

#### **Financial health positions**

- How to meet short-term financial obligations to maintain and grow operations.
- Monthly review of key ratios and financial management.

#### **Key Performance Indicators (KPIs)**

- How to develop key applicable measurements for business profitability, customer experience and operational efficiency.
- Examine eight-10 critical KPIs.

**Sound Transit guest, CH2M, will discuss the importance of consultant/contractor financial planning on public contracts.**

**Register online at:**

[▶ soundtransit.org/diversity](https://soundtransit.org/diversity)

[▶ bitly.im/CB7oY](https://bitly.im/CB7oY)

*Training also provided via webinar*

Sound Transit's system expansion outlines a 25-year schedule of planning, engineering and construction across Central Puget Sound. The agency invests in technical assistance and training for disadvantaged business enterprises and small businesses to provide pathways for participation on Sound Transit contracts.

**For more information, contact:**

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