

MASTERING DSO FINANCIAL INFRASTRUCTURE

From Small Group to Enterprise

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DESCRIPTION

As you grow your DSO, the financial infrastructure sustains multiple evolutions. It is all too often learned the hard way, through knowing you need to change only after something critical breaks. The good news is that **it doesn't have to be that way**. In this talk, Ken walks you through the key financial milestones and evolutions you will inevitably face when growing your DSO. You will learn the **five pivotal milestones** that you must prepare for to mature your financial structure and grow your profitability - from a seasoned executive who has **been there and done it**.

WHAT YOU'LL LEARN

This dynamic session will walk you through the **5 key financial milestones** that every DSO will experience on the road from small group to enterprise.

For each milestone, we'll cover the following topics:

- **What it is:** understanding the milestone
- **Why you should care:** The importance of the milestone
- **When it happens:** preparing for the timeline
- **How to accomplish it:** tips and tricks for successful execution

5 FINANCIAL MILESTONES

- The Cash to Accrual Transition
- Developing a 13-Week Cash Forecast
- Budgeting Discipline and Variance Analysis
- Creating a 12-Month Rolling Forecast
- Building and Implementing a 5-Year Financial Model

