

planguru<sup>®</sup> UNIVERSITY

## *Class 3*

Presenter: Christian Wielage & Dan Wiese

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Accountants/Business Advisors

| Entrepreneurs

| Small Businesses

| Non-profits

# PGU Agenda

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## PlanGuru By Class

### 1<sup>st</sup> Session

- a. Introduction to PlanGuru University
- b. “Why Are You Here?”
- c. PlanGuru Partnership Program
- d. **PlanGuru Process:** Set-up and Import

### 2<sup>nd</sup> Session

- a. Budgeting Discussion
- b. **PlanGuru Process:** Forecasting Methods

### 3<sup>rd</sup> Session

- a. **PlanGuru Process:** Consolidations
- b. Reporting
- c. Monthly Forecasting Process
- d. Strategic Planning and Forecasting Discussion
- e. Messaging

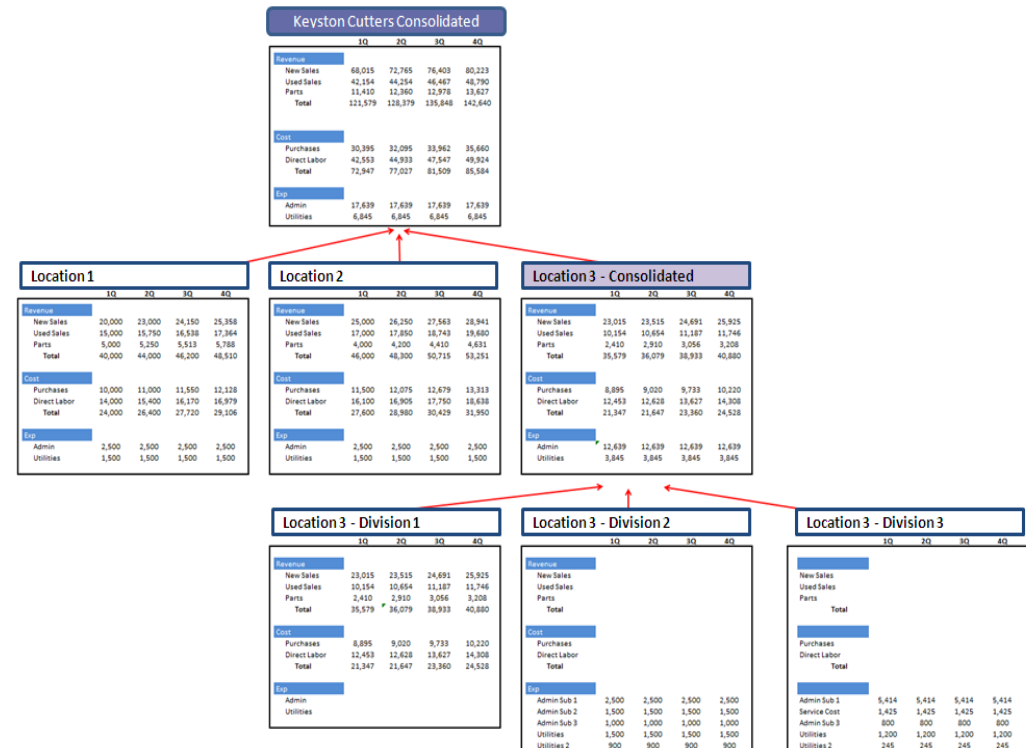
# a. Consolidations: The Right Level of Detail

Unless we have the data to support it, the more detailed the variance analysis is, the more we rely on guesswork to set targets and the more our measures are infected by noise. Further, the more granular the analysis, the less reliable it becomes. It also makes it difficult to uncover the underlying dynamics of performance. - **Beyond Budgeting**

- Choosing the **correct** structure for a project (not the most detailed) is critical to success:
- Different projects require different levels of detail
  - Some businesses can accomplish all their requirements within the same structure, others need more

Show me the detail

Description	January	February	March	April
<b>Revenue</b>				
Revenue Type 1				
Revenue Type 1 > Sub 1	65,000	65,000	65,000	65,000
Revenue Type 1 > Sub 2	40,000	40,000	40,000	40,000
Revenue Type 1 > Sub 3	52,000	52,000	52,000	52,000
Revenue Type 1 > Sub 4	5,000	5,000	5,000	5,000
Total Revenue Type 1	162,000	162,000	162,000	162,000
Revenue Type 2				
Revenue Type 2 > Sub 1	32,000	32,000	32,000	32,000
Revenue Type 2 > Sub 2	24,700	24,700	24,700	24,700
Revenue Type 2 > Sub 3	32,100	32,100	32,100	32,100
Total Revenue Type 2	88,800	88,800	88,800	88,800
Revenue Type 3				
Revenue Type 3 > Sub 1	12,500	12,500	12,500	12,500
Revenue Type 3 > Sub 2	7,850	7,850	7,850	7,850
Revenue Type 3 > Sub 3	6,800	6,800	6,800	6,800
Total Revenue Type 3	27,150	27,150	27,150	27,150
<b>Total Revenue</b>	<b>277,950</b>	<b>277,950</b>	<b>277,950</b>	<b>277,950</b>



We're not that good

Description	January	February	March	April
<b>Revenue</b>				
Revenue Type 1	162,000	162,000	162,000	162,000
Revenue Type 2	88,800	88,800	88,800	88,800
Revenue Type 3	27,150	27,150	27,150	27,150
<b>Total Revenue</b>	<b>277,950</b>	<b>277,950</b>	<b>277,950</b>	<b>277,950</b>

## *c. Monthly Process: Single Scenario*

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### *Pre-Meeting*

Open **Sept Forecast Scenario**

Books are closed, data imported

Review **Sept Forecast** Reports

Duplicate as **October Forecast**

Roll-Foward the **October Forecast**

## *c. Monthly Process: Single Scenario*

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### *Meeting*

Open Sept Forecast Scenario

Review reports with client

Open October Forecast Scenario

Final Spin of October Forecast

## *c. Monthly Process: Multi-Business Unit*

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### *Pre-Meeting*

Open **Sept Forecast Project**

Books are closed, data imported

Review **Sept Forecast Project** Reports

Copy as **October Forecast** Project

Pre-Spin the **October Forecast**

## *c. Monthly Process: Multi-Business Unit*

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### *Meeting*

Open Sept Forecast Project

Review reports with client

Open October Forecast Project

Final Spin of October Forecast

## a. Strategic Planning

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### *A Long-Term Strategic Plan serves 3 Vital Roles*

**1.) It sets the direction for the future** that the operating budget is aligned to achieve.

**2.) It is a framework for a “what-if” exercise.**

- *Must identify their largest long-term risks/opportunities and understand their estimated impact*
- *Make tactical adjustments, long-term shifts and contingency plans*
- **Sensitivity Analysis, Scenario Analysis, Ratios, Breakeven or Business Valuation**

**3.) It serves as a personal financial review for the business owners**

*They can look at their business in the same way they look at their stocks and bonds (when can they retire, should they sell?).*

- **Personal Cash Flow Analysis or Business Valuation**



# a. Forecasting

## It's About Showing Up

- Can take under an hour with some small businesses
- Stirs up conversations that wouldn't otherwise happen
- Extracts recommendations
  - You see many businesses, wider perspective

## It's About Being Ready

## Current Year, Rolling 12, Rolling 24

- Set up your scenario for 3 years by month
- If you don't spend time on year 3, don't run the reports
- If you do need year 3 it is there



# a. PlanGuru Partnership Program

## Looking to fill some gaps in your Advisory service offerings?

Some accounting firms want to provide a full service offering from setting up accounting systems through Fractional CFO services. However, in our experience many business advisors specialize in certain accounting/finance services but don't have the bandwidth or desire to be everything to everyone.

*Are you a business advisor that does not provide everything from accounting system implementation through Fractional CFO work?*

*Are you an expert in QuickBooks Online and its ecosystem of complimentary products, but lack the experience and time to implement a full budgeting and forecasting process?*

*Maybe you are an experienced CFO but prefer not to get involved in the day-to-day accounting?*

By signing up for **The PlanGuru Advisor Partnership Program** we will connect you with complimentary business advisors or accounting professionals in our network to help fill the gaps in your practice. This will enable you to appeal to more prospects and generate more revenue from your existing customers!

*Also, there is no cost to signing up!* We just want to provide you with relevant connections to help you expand your practice in whatever way you need.

## What happens when I sign up?

By signing up, you are showing your interest in joining our Advisor network (at no charge). Beginning in Q2 2023,

What services do you specialize in? (Select all that apply)\*

- Accounting system implementation
- Implementation of BPO Apps that integrate with Accounting systems
- Bookkeeping
- Compilation of non-financial business data (ie Units Sold)
- Tax
- Audit
- Fractional CFO Services

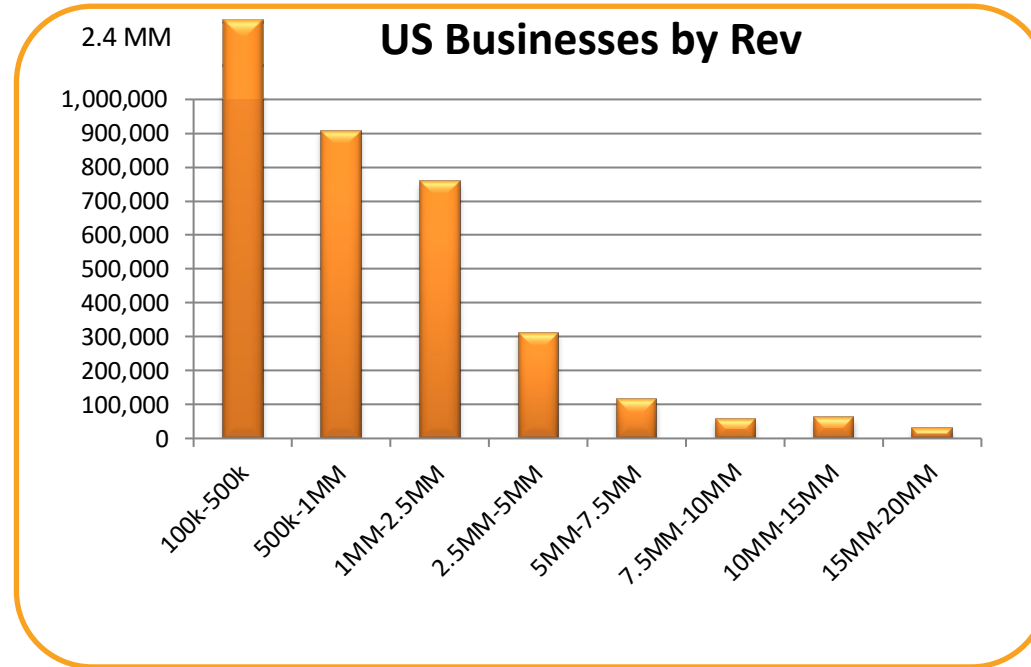
Do you specialize in any specific industries?\*

Please provide any additional information that would be helpful:

Submit

<https://www.planguru.com/users/accountants-business-advisors/partnership-program/>

## a. Think Small



Your “smaller” business clients serve as the best market for this service

- The complexity of their business does not warrant a true CFO, but the core exercises that a CFO does are still needed. **Smaller means EASIER.**
- **Huge market, millions of small businesses** are not doing any budgeting and performance review. The smaller they get, the more that exist.
- **See tremendous benefit because they are so deficient.**

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