

# THE MULTIPLIER EFFECT

## GROWING THE \$ VALUE OF YOUR BUSINESS *and* YOUR PERSONAL VALUE

**A Zoom Seminar Series for Business Owners**



### **ESSENTIAL ACCOUNTING CONCEPTS:**

#### **Understanding What Impacts the Value of Your Business**

**By John Stenger CPA; Principal, Stenger & Company, Certified Public Accountants**

**WEDNESDAY, OCTOBER 14 @9AM**

In this kick-off seminar, John will review basic accounting concepts as an essential primer for helping you better understand what drives your business' value. Consider this a great refresher course for you and a must-attend for your adult children in your business or key employees.

John is the founding partner of Stenger & Company, a next generation accounting firm that specializes in serving the construction and medical industries. With a highly skilled staff and the use of highly personalized mobile apps, John and his team serve as strategic financial advisors to their clients.



#### **CASH FLOW: Key to Increasing the Value of Your Business**

**By Eric Rucinski, Founder and Principal: Advanta Consulting**

**WEDNESDAY, OCTOBER 28 @9AM**

In this seminar, Eric will help you better understand cash flow: what drives it; why it's essential to value creation/growth; and how it differs from often-used (but often highly flawed) metrics like EBITDA. Learn the importance of in-depth financial and cash flow analysis in high impact decisions you must make - both for day-to-day operations and long-term strategic objectives.

Eric is the founder and principal of Advanta Consulting and a trusted senior advisor to top executives and business owners. His 20+ years of experience include a range of high-impact roles in corporate finance, capital investment, and M&A.



### **ENHANCING PERSONAL VALUE THROUGH AUTHENTIC LEADERSHIP**

**By Jim Gernetzke; Professional Coach and Founder, Nos Lumine**

**WEDNESDAY, NOVEMBER 11 @9AM**

In this wrap-up seminar, business and life coach Jim Gernetzke will discuss how you can increase your business' value and, more importantly, your personal value (to your family and your team) by becoming a more authentic leader. Learn how an authentic and integrated life will lead to enhanced personal satisfaction and help build a team that will take your business to the next level.

Jim is a highly sought-after business/life coach and founder of Nos Lumine, a unique organization of business owners and leaders that meet regularly to discuss how to impact their families, companies and society through virtue-based leadership.



Join one, two, or all three of these free seminars  
To RSVP, email **events@josephgroup.com**