



CASH FLOW

IS IT KILLING YOUR AGENCY?

*How **Big I** Reagan Best Practices Agencies
Avoid the Pitfalls of Working Capital Concerns*

THE
Agency CFO

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BEST PRACTICES.

WORKING CAPITAL

“**Working capital** is the money available to meet your current, short-term obligations.”



WHY IS WORKING CAPITAL IMPORTANT?

Well, the lack of it can lead to:

- Higher levels of **stress**
- **Tough to retain** good employees
- **Diminishes** customer experience
- A **tarnished brand**
- **Loss** of competitive advantage
- A **scarcity mindset** with no money for travel, client relationship, swag, technology, employee engagement, etc.

So, is your agency at risk?!

KEY QUESTIONS TO ASK YOURSELF

- 1 How do I calculate working capital?
- 2 How much should the agency have on hand?
- 3 What are the red flags to look for?
- 4 What are the Reagan Best Practices for working capital?





STEPS TO IMPROVEMENT



Stop the bleeding

Utilize Big I - Reagan's Best Practices

Engage outside resources like the Agency CFO!

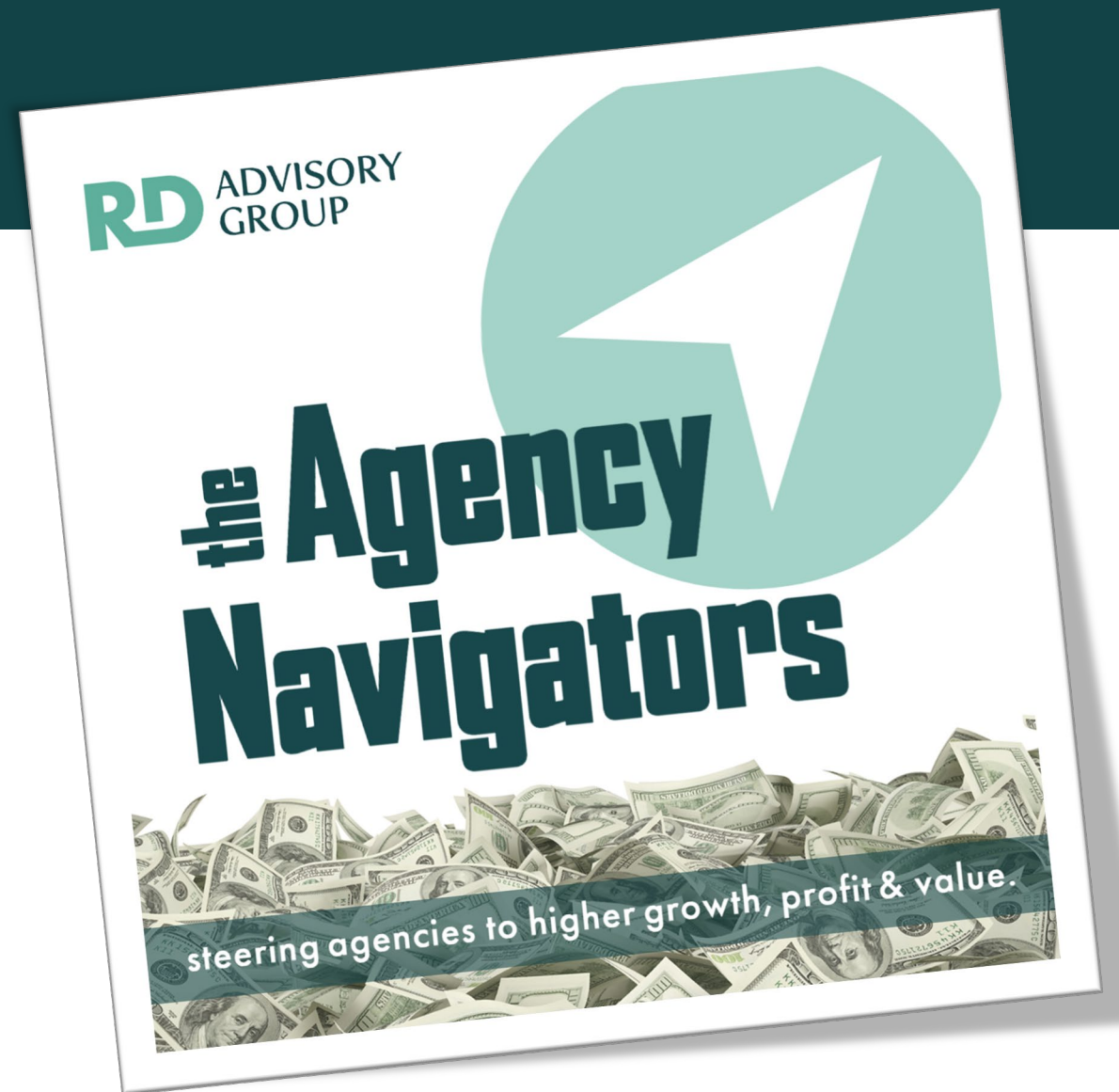


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THANK YOU!

We hope to have served you well.

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HAVE QUESTIONS? WE'RE HERE TO ANSWER THEM!

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