



*“Color® Accounting has the advantage of showing how accounting works visually. We all tend to see problems and relationships more easily visually, so the Accounting Comes Alive approach takes advantage of how we learn most effectively. As such, I believe that it is of value to anyone who is interested in understanding how accounting works (from high school students to undergrads to MBMs to business executives).”*

Professor Paul Healy  
Head of Accounting Unit, Harvard

### Learning Outcomes

- Learn to read and use the Balance Sheet and Income Statement through a detailed understanding of the key elements: Assets, Liabilities, Equity, Revenue & Expenses
- Integrate these 5 elements into a holistic view called the BaSIS Framework™
- Cash flow
- Budgeting and forecasts
- Calculate financial measures, including EBITDA
- Financial analysis
- Veracity analysis (risk areas)
- Value Cycle of business: a powerful graphical representation of how business works
- Financial communication, including terminology, ambiguity and pitfalls.

### Delivery Formats

- Workshops: typically 1 day, up to 3 days
- Seminars: typically 2-4 hours
- Webinars
- Keynote speeches
- Online Self-Study courses.



For more information about **Persona GLOBAL®**, Inc.'s metrics and methodologies, please contact [info@personaglobal.com](mailto:info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)



#### ABOUT Persona GLOBAL®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. Persona GLOBAL®, Inc.'s metrics and methodologies are currently available in 70+ countries; its programs have been translated in up to 38 languages. More than 1,500 certified Persona GLOBAL® practitioners around the world serve their clients as strategic business partners.

#### Corporations that have benefited from Persona GLOBAL® Programs include:

- BMW
- Mitsubishi
- Disney
- Coca-Cola
- Hitachi
- Applied Materials
- Dell Computer
- IBM
- Alcatel
- Motorola
- British Airways
- Japan Airlines
- Credit Suisse
- American Express
- SONY Music Entertainment