

COLOR[®] ACCOUNTING



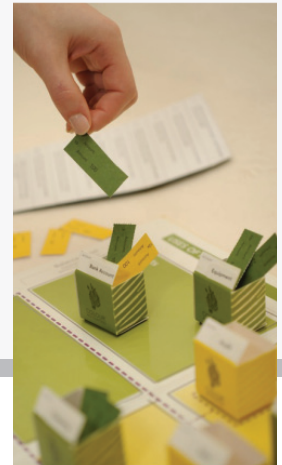
A NEW Graphical System that makes understanding Accounting quick and easy

Color[®] Accounting is a revolutionary way of teaching accounting as a foundation for financial literacy and business acumen. It uses a patented diagram and hands-on props to show graphically and interactively how business works, in just a few hours. Participants leave able to read and use financial statements and talk about the finances of their business confidently.

No boring slides, no power failures, no same old same old. Learners love it. They regularly exclaim "Why wasn't I taught this way at college?!"

Workshops typically have 10-20 participants, and we have done hundreds at a time.

It's not a board game or simulation in the usual sense. The board models the real financial movements that happen in every organization. This results in powerful new insights that change financial and management behaviors.



Frequently Asked Questions

What is it?

It is a fun 2-hour to 2-day interactive workshop that uses a radically new approach involving props, diagrams and plain language to teach 'finance for non-financial managers'.

Who is it for?

Senior and junior people wanting better business acumen, better conversations, better decisions and a better bottom line for their organizations. Small and large businesses. For- or Not-for Profit. Government or private. Professionals, directors, managers, staff... in big groups, small groups, and one-on-one coaching.

Understanding accounting is easy when you can see it and touch it.



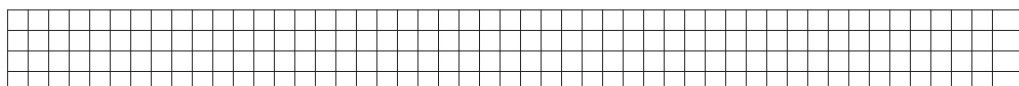
BUSINESS CASE

Why should you sell Color[®] Accounting

It is an eyebrow-raising offering that will:

- Give you a new way to service your current clients. It will strengthen the bond you already have with them.
- Because Color[®] Accounting is so unusual, and is becoming a phenomenon, it will help you attract new clients.
- Some clients have made Color[®] Accounting mandatory for certain business units. The repeat order rate is high and the people who benefit from the training are widespread.
- You and your team will enjoy learning about Color[®] Accounting, and delivering it. Any reasonably business savvy trainer can do so. Very quickly they will understand accounting in ways that even their accounting professor didn't!
- And finally, we're easy to work with. Maybe even fun.

How do you start? Simple. We run a workshop just for your team so they know exactly what to sell. We have an intranet with case studies and other marketing material plus a New Leader Academy that you can use straight away.



“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).”

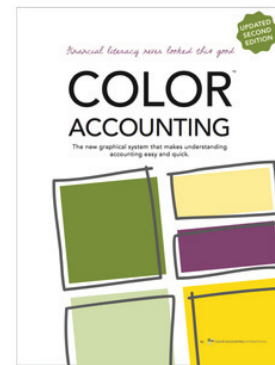
Professor Paul Healy
Head of Accounting Unit, Harvard

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 or visit 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 72+ countries; its programs have been translated in up to 38 languages. More than 1,700 certified **Persona GLOBAL®** practitioners around the world serve their clients as strategic business partners.

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

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