

A Clear Path to Increasing Cash Flow & Profit in Your Business

Four practical steps to boost profits this quarter — taught by a small business CFO



ABOUT BEN HOGAN

Founder • Blue Iris Partners • Chartered Accountant (CA)

Ben helps SMEs improve profitability, strengthen cash flow, and build predictable financial systems.

With over a decade of experience working with business owners, he specialises in identifying the financial drivers behind business performance and turning complex numbers into clear strategies.

Mission: Help business owners stop feeling overwhelmed and start running their business like a CEO.

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WORKSHOP TOPIC

A Clear Path to Increasing Cash Flow & Profit in Your Business

Four practical steps to:

- Strengthen cash flow
- Improve margins
- Understand your numbers
- Build a predictable financial engine

WHAT YOU'LL LEARN

- The 5 biggest challenges facing SMEs
- A clear 6 step monthly framework to improve your business's financial health
- Why profit matters more than revenue
- Why cash matters more than profit
- Why strong sales can still mean weak cash flow
- The essential metrics every business must track

WHAT MAKES THIS SESSION DIFFERENT

It's not theory.
It's not generic advice.

You'll learn a practical CFO-level framework you can apply immediately.

No accounting jargon. No fluff. Just clear financial insight.