

# COLOR ACCOUNTING



- "This is the best course I've done for many years"
- "This will have a positive impact on business"
- "Understanding the balance sheet is vital as we approach our investors exit"
- "Best accounting class I've ever had and I've finished an MBA!"

## Linklaters

Pre-course assessment of financial literacy was 63% (unusually high), post-course was 88% (typical result).

*"Presented in a manner that is outside the normal accounting box. Innovatively transcends the accounting perception."*

Michael Slater,  
Group Commercial Manager



1-Day financial workshops that use a patented picture and clear language, for easy learning that works like never before

Better business acumen. Better conversations. Better decisions. Better bottom line.

## The NEW Graphical System that makes understanding Accounting quick and easy



*Color Accounting* is a most exciting innovation in accounting education. It used new modes of explanation (color, diagram, dimension, linkages and sound) to explain concepts that have for a long time been in need of clearer explanation.

Color Accounting achieves what 'finance for non-financial managers' workshops do. But because it approaches the content differently, the result is a deeper grasp of the subject. Learners rave about it. Routinely we hear: "Why wasn't I taught this way before?"

Companies want their employees to make effective decisions. And those decisions should be based on sound business thinking. Color Accounting delivers a platform for financial and then business acumen.

A senior executive said: "This is the only course that makes a difference back at the work desk." Clients are always delighted when they bring Color Accounting into their business



*"The Color Accounting hands-on approach created energetic, interactive sessions that extended well beyond the classroom. Buckets, boards and business acumen all made their way back to the offices of participants and led to smarter decisions that we can see having an impact on our bottom line."*

Rick Zaporowski, Learning & Development Manager,  
NMC Caterpillar



# The business case...

Why should you sell Color Accounting?

It is an eyebrow-raising offering that will:

1. Give you a new way to service your current clients. It will strengthen the bond you already have with them.
2. Because Color Accounting is so unusual, and is becoming a phenomenon, it will help you attract new clients.
3. 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.
4. 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!
5. 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.



# ROI

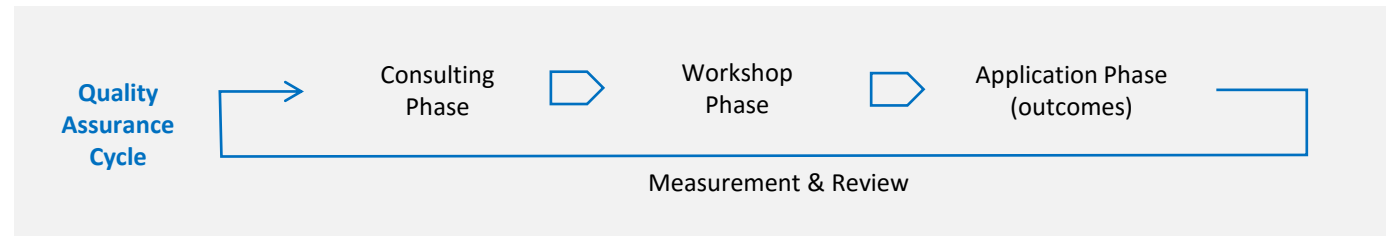
1. Accounting Literacy Acquisition	2. Application – Case Study	3. Application – Client Environment	Workplace ROI
Foundations – firmly embedded Structure Language Mechanics	Business Cycle & Business Story Review Analysis Decision Making	“Our business comes alive” Guest speaker – CEO, CFO, VP... Financial conversation Case study / project work	<ul style="list-style-type: none"> <li>• Results focus</li> <li>• Increased business acumen</li> <li>• Better decisions</li> <li>• Enhanced communication</li> <li>• Improved account management</li> <li>• Increased employee engagement</li> <li>• Alignment with goals</li> <li>• Reduced misunderstandings</li> </ul>
Approx 5 hrs	30 mins to 2 hrs	30 mins to 1.5 hrs	

The one-day workshop is typically broken down into three parts, and the last session is focused on the client’s business.



When you are contacted by a potential client (existing or new) for Color Accounting, they may not be fully clear as to the specific issue/s they are trying to solve with the course. They may have identified a competency gap during a formal needs analysis or a senior executive might have told them to organize some ‘financial literacy’ type training.

To avoid being identified as a ‘commodity supplier’ and therefore only capable of competing on price, it is vital that we identify with our client the issues that are to be addressed, and establish the key success factors so they and you will know when the program has been successful. And then they will happily refer you to your next client or two.



The workshop phase is easy. But it is the consulting and application phases that make your organization invaluable to your client.

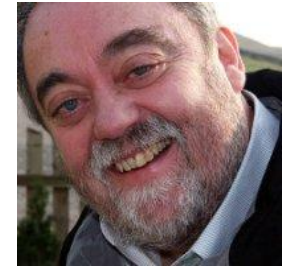
***“It’s so much more than a simple ‘check-a-box’ training product – it’s a business solution!”***

Your client contact may need to be lead down a path of discovery to identify the issues, and the solution. Then when you deliver that solution, it is a big win for them, and for you.

# Testimonials...

*"Word got out about Color Accounting and we have a long waiting list for the workshop. Our facilitators are now running two seminars a month for staff members."*

Louis Biggie, Director,, Learning Solutions, Talent Management and Organization Development,  
Johns Hopkins University



*"Some years ago I attended a presentation of Color Accounting. It was to staff of an insurance company. They were young and old and from many parts of the company. The one common characteristic was that they knew little about accounting, and certainly could not read or understand financial statements.*

*The presentation lasted a day. By the end of the day most if not all present were able to read and understand the company's financial statements. They were able to ask insightful questions. It was a most impressive demonstration of the power of Colour Accounting to make accounting understandable and dramatically improve financial literacy in a very short period of time. It was also fun for all involved! I enjoy recounting this experience whenever relevant as I hope many, many others can benefit from this most instructive tool."*

Stephen Harrison (AO FCA FAICD), CEO of the Global Accounting Alliance (almost 800,000 members in over 180 countries)

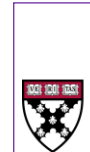


*"We included the Colour Accounting workshop in our annual management conference. We wanted to empower our managers by assisting them to read, understand and interpret financial statements. When our people are accounting literate they are in fact business literate and able to make more-informed decisions, which in turn has an impact on customer service, and ultimately drives profits and shareholder value."*

Ian Leyenaar, CEO First National Bank, Namibia



# Some clients...



**HARVARD  
BUSINESS SCHOOL**



*"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 MBAs to business executives)."*

Professor Paul Healy, Head of Accounting Unit, Harvard Business School