Principles of Money
Money’s relationship to business, community, and growth
a two-session course

MONEY is EMOTIONAL, COMPLEX, AND
OFTEN UNDER-USED AS A BUSINESS TOOL

MONEY is commonly used as a

- Symbol of accomplishment that affirms success
- Basis for making decisions that reflects emotions like risk of loss or a winning competitive spirit
- Management tool that rewards or intends to modify performance
- A designation of value and worth in investments, sales or other exchanges

Better uses of money can ACHIEVE MUCH MORE

Is PROFIT the goal or is SUSTAINED, GROWING REVENUE the true goal?

Is ‘did we make money’ the right question?

Can GIVING AWAY ever make sense as a distribution, marketing or sales tool?

Does HEART have a place in making practical, sound business and financial decisions?

What is RISK vs REWARD when money is part of the analysis?

Is it possible to be RATIONAL when money is involved – or do emotions (like fear) intrude?

In Two Classes, we explore

Class 1: MONEY’s PURPOSE and POWER

- What is Money – currency, credit, valuation, bank balance, something else?
- Business goals and values – considerations for short and long-term spending, saving, investing, sharing

Class 2: STRUCTURES, MODELS AND TOOLS

- Community Collaboration financial models – various ways that grow business by flowing money to others

PRE-REGISTER via PayPal or check to:
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