



FISCAL FITNESS PROGRAMS

**Strengthen Your Numbers.
Strengthen Your Business.**



The **Fiscal Fitness program** helps business owners gain **clarity and confidence** in their finances. You'll learn how to **use your financial documents to run your business**, how to **create a budget you can live with**, and how to **monitor financial progress** to protect profit and ensure stability.

Why It Matters

One of the most common mistakes business owners make—and one of the 7 Deadly Sins—is running a business without managing by the numbers.

Without strong financial management, companies often face:

- Cash flow surprises that limit growth opportunities
- Budgets that don't work in practice
- Confusing financial reports that don't guide decisions
- Profit erosion that goes unnoticed until it's too late

Fiscal Fitness helps you overcome these challenges, giving you the tools to understand, monitor, and manage your financial health with confidence.

What You'll Gain

- **Confidence** — understand what your financial statements really mean
- **Practical budgeting skills** — build a budget that guides daily decisions
- **Cash flow control** — reduce surprises and improve financial stability
- **Actionable KPIs** — track the right numbers to drive performance
- **Improved profitability** — align financial health with business goals

Who It's For

The **Fiscal Fitness program** is ideal for:

- **Small and midsize businesses** seeking stronger financial control
- **Startups** building financial structure from the ground up
- **Leadership transitions** — from owner to next generation or manager to executive
- **Growth-focused companies** wanting stability while scaling

Optional Extension

For those who want ongoing accountability and collaboration, the **Fiscal Fitness Mastermind** provides **peer support, shared insights, and group strategy sessions** to sustain financial strength and business growth.

No matter the size of your business, our Fiscal Fitness program will improve the health and prosperity of your company, while setting up strategies and practices to ensure sustainability.



Clarity starts with a conversation — schedule your call today.

Julia S. Demkowski MBA | CMC®

(540) 834-8461 ■ jdemkowski@stanfordmc.com ■ www.stanfordmc.com ■ [Julia's LinkedIn](#) ■ [Stanford's LinkedIn](#)