






# Master your business and simplify growth!

## What is "Core 24"?

- ▶ Engaging e-learning for anyone who wishes to advance their business knowledge, supported by custom, professional advice
  - ▶ "Entrepreneurship in a box"
  - ▶ 24 essential business concepts (called "cores") for business success
  - ▶ Nuggets of wisdom from experienced professionals and business owners
-  **Learn at your own pace, anytime, on any device!**
  -  **Caters to all learning styles in a fun way!**
  -  **Toolkit with downloadable resources and next steps!**

## 5 Key Learning Areas

### Smart Planning

- Business planning, cash flow, & budgeting
- Entity choice & management
- Real estate in business
- Technology & automation
- Planning for business transition, exit, or sale
- Tax strategies & planning

### Financial Intelligence

- How to read financial statements
- Key Performance Indicators ("KPIs")
- Income management
- Expense management
- Business banking & funding

### Team & Benefits

- How to pay yourself as a business owner
- Employees vs. independent contractors
- All about employees - basics on hiring, retaining, terminating & payroll/benefits
- Social security & retirement
- Investments & insurance

### Business Development

- Sales & Marketing 101
- Branding
- Customer experience

### Soft Skills

- Leadership
- Communication
- Time management & delegation
- Working on your business

Contact us to schedule a demo and learn more!  
Email: [nolan@nolanaccounting.com](mailto:nolan@nolanaccounting.com)  
Phone: (414) 425-5690



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