**The Hidden Profit Academy**

**CPE Credits: 3 Credits Upon Course Completion**

**Course Title: Guarantee Profit for Your Practice and Your Clients**

**Syllabus for the Course: Guarantee Profit for Your Practice and Your Clients**

**Introduction**

This is a two hour version of the online workshop, 50% More Profit in 4 Weeks. It was presented at Scaling New Heights- the largest conference for accounting professionals in the world. It shows the four week roadmap of finding hidden profit in the product line, pricing strategy, and client base review.

**Learning Outcomes**

This course learners will take away;

* + What value-added services are mission critical for accounting professional to offer their small business clients to improve survival rates
  + Three ways to unlock profit in record time-every time
  + How to diagnose the root problem of low profitability and help the client see it
  + Dispel false assumptions to prevent scaling losses and promote profitable management decision making
  + 3-Step Process to Lasting Transformation for Your Practice and Your Client’s Business

**Core Values**

We believe the business community is the bedrock of the United States Economy. It is the engine of innovation and the driver of new job creation. We also believe that accounting professionals are the most underutilized resource in the U.S. Economy. Our mission is to equip the accounting professional to step into an enhanced advisory role to offers their clients the knowledge and action plan to thrive in all circumstances. This course contains proven strategy and tactics that have saved thousands of businesses across dozens of industries in the last twenty years.

A 50% failure rate among businesses is not inevitable. We believe the accounting community has an historic opportunity to transform the way their practices accelerate their clients’ profit and cash growth. This also provides additional avenues for the accounting professional to be compensated for additional advisory services.

While we have delivered these course concepts directly to business owners, we have found the most profound transformation happens when accounting professionals shepherd the process with their clients. Someone has to quality control the data to be complete, timely, and accurate or else the analysis and conclusions are faulty.

Accounting professionals are the keepers of the golden key; the data. They are also the translators of that data so, in many cases for the first time, the business owner can finally quantify what “success” really looks like and build a path to achieve it. This course will help accounting professionals overcome the challenge that the good advice they provide is rarely heeded.

This course creates an introduction to how the accounting professional can provide additional advisory services to ensure action plans are followed through. It presents foundational principles in a time-efficient manner so accounting professionals can begin to apply what they’ve learned quickly.

Should the accounting professional want a more hands-on, step by step, workshop format with weekly coaching, the 50% More Profit in 4 Weeks course, for 28 CPE credits over 8 weeks, provides this.

This roadmap has been developed by Professor Dawn Fotopulos over decades, teaching and consulting with thousands of business owners and accounting professionals across the U.S., Europe, West Africa, and China. In every case, where an accounting professional has faithfully applied these concepts, their clients have seen major improvements in profitability in record time. The Hidden Academy team of experts and Group Leaders has spent decades turning around failing enterprises and launching successful businesses.

**Resources**

Purchase Textbook: Accounting for the Numberphobic; A Survival Guide for Small Business Owners (AMACOM Books) <http://amzn.to/2jAYjXD>

The award-winning book, Accounting for the Numberphobic; A Survival Guide for Small Business Owners is the text for both the client and the accounting professional. Anyone who writes a review on Amazon.com will receive a study guide as my gift.

It is illustrated by former Disney artist, Ron Bucalo, to take a dry topic and make it fun and approachable. It is a humorous and hard-hitting romp through the financial dashboard; the Net Income Statement, Cash Flow Statement and Balance Sheet.

It will be used as the textbook the client **must purchase and read**; at least the first four chapters. This is not a book for dummies; it’s a book for smart people who started businesses unprepared.

They must have this body of knowledge before any analysis, strategy or tactics are discussed. This book has built a bridge to make accounting professionals lives so much easier and more effective with their clients. The book was written for business owners who are terrified and dangerously unaware of their financial situation. It will give them vision on what is really going on in their businesses and how to measure it. The accounting professional will no longer be giving good wisdom to someone who can’t understand the value of it.

Accounting for the Numberphobic discusses how every business owner needs to answer three questions:

* Am I making money?
* Do I have enough cash to pay the bills over the next three months?
* Am I building wealth or destroying it?

**Topics Covered in This Course**

* **Lesson 1 – Reveals the problem**- why small businesses are failing at alarming rates and what the root cause is; The Doom Loop. We also review Myths and Truths; the biases that prevent positive action to solve the problem. The Product/ Service Line Review is introduced.
* **Lesson 2- Power of Pricing**- you will learn how most small businesses and accounting professionals price their products or services, why most are underpriced and the three benchmarks for pricing to rectify this.
* **Lesson 3- Client Base Review**- you will learn how to look at clients as an investment portfolio and how to identify profitable or unprofitable customers. We will discuss various case studies that have successfully applied these profitability screens to improve profit in record time. Sample spreadsheets facilitate the gathering of critical information from the accounting system and provide a simple matrix to prioritize profitable clients and how to build an Action Plan to ensure positive results.

Each session will have a multi choice quiz after you have completed the module to make sure you’ll remember core ideas presented.

**Attendance and Grading**

All learners who have registered must watch all videos. Learners will be prompted to verify their presence every ten minutes as they watch the lecture videos. Home works are graded “pass” or “fail” based upon meeting deadlines and completing the assignment. We recommend watching one pre-recorded video Lesson per week. You must pass the quiz after each video in order to proceed to the next Lesson.

**3 Live Office Hours**

Live office hours are crucial to your understanding and application of course concepts. Your instructor or your instructor’s designee will hold three one hour sessions through ZOOM. You are required to attend. A ZOOM invitation for all three sessions will be sent to you as soon as you register for the course.

ZOOM session 1 will be at the very beginning of the course and will discuss how you can get the most from the course content. Session 2 will be week 2 to answer questions and to make recommendations on how to apply course concepts of the Product and Service Line Review as well as Pricing strategy to your practice and to your clients’ businesses. Session 3 will be a wrap session week 3 to discuss the Client Base Review and final questions and answers from learners.

**Quizzes**

**Two types of quizzes are administered for each course; end-of-lecture quiz and a comprehensive end-of-course quiz. Final grades are given on a pass/ fail basis.**

* Quizzes after each lecture to verify learners understand core concepts and know how to apply them before advancing in the course. Minimum passing standards will be learners must achieve an 80% or higher grade for all end-of-lecture quizzes to qualify to take the cumulative quiz. The LMS provides the quality control to ensure only learners who have achieved an 80% score in a lecture quiz can advance in the course. Learners have three attempts to meet this requirement. Those who fail the end-of-lecture quiz must watch the lecture again and pass the quiz before advancing in the course.
* Final cumulative quiz-learners must have a comprehensive understanding of all course concepts delivered based on achieving a score of 90% or better in order to receive CPE credits. Only those who have achieved 80% or higher in lecture quizzes qualify to take the final cumulative quiz. Group Leaders will monitor the performance of learners. All courses require learners to take the final cumulative quiz.

**Administrative Policies**

**Record Retention Policy**

Hidden Profit Academy will retain course and course participant records for a period of five years and respond to any National Registry of CPE Sponsors inquiry about these records. The company will also make the records available for inspection to the National Registry of CPE Sponsors or its designee, upon request. The following records will be maintained, as detailed below, for each program offered online:

* The date and the website of each presentation
* Instructor and group leader biography and qualifications
* Content author/ developer biography and qualifications (if different from instructor)
* The list of participants and content hours earned for each course
* Attendance/Completion reports
* Outline of each course (syllabi, pdf, ppt, and recorded videos)
* A sample of graded assignments
* Evaluation forms
* A sample of filled out evaluation forms

*Notes:*

Syllabi will include bios of each course content developer and instructor

Our LMs system (Learn Dash) will capture in a reporting sequence:

* Syllabi
* Class Statistics (Date of class, course delivery date, class roster, class performance, completion statistics, credits earned)
* Learner evaluations

**Refund Policy**

Hidden Profit Academy will charge all learners upfront to register for any course. Learners can pay for a course in one or two installments over a 30 day timeframe. Payment is required before a learner has access to course content and materials.

Hidden Profit Academy will provide a 100% refund of purchase price in the event of non-delivery of these course outcomes:

Teach accounting professionals (learners) how to transform their role from number cruncher into a true advisor and mentor to business owners.

Teach accounting professionals (learners) how to build an action plan for their practice that applies the principles of each course.

*Disclaimers:*

* Refunds will be provided upon written evidence that the course has failed to deliver the specific learning outcomes articulated in the syllabus for that course.
* Learners must provide evidence within 30days after completion of the course and send it to: [dfotopulos@gmail.com](mailto:dfotopulos@gmail.com).
* Full course refunds are eligible prior to watching the second lecture in the event of emergency.

**Program Cancellation Policy**

Hidden Profit Academy may cancel a course due to an emergency or technology failure beyond our control. We will do everything in our power to communicate to learners advanced notice and to recover time and to reschedule a canceled course.

In the event of emergency or illness, every learner can drop a course after the first lecture and before learners have watched the second lecture, for a full refund.

**Complaint Resolution Policy**

Complaints regarding Hidden Profit Academy courses online may be addressed to: Dawn Fotopulos, [404 East 66 street Suite 1C, New York, Zip: 10065](https://maps.google.com/?q=404+East+66+street+Suite+1C,+New+York,+Zip:+10065&entry=gmail&source=g). Learners would have the option to email Ms. Fotopulos at [dfotopulos@gmail.com](mailto:dfotopulos@gmail.com) or call her at [(917) 502-9729](tel:(917)%20502-9729). As a practical matter, complaints would most likely be addressed online since the presentations are always done online and the digital space is the only one in which Hidden Profit Academy meets the subscribers/learners.

**Here are some comments from accounting professionals who have already taken the course:**

“You don’t just tell us what to do; you show us how to do it. No other “guru” does that.” Margot P., freelance CFO.

“My client is finally listening to the good advice I’ve been giving her for years. This is why I became an accountant. Every, single accounting professional needs this.” Hal R., CPA

**Course Instructor Biography**

**Dawn Fotopulos**is Associate Professor of Business at The King’s College and the founder of [www.hiddenprofitacademy.com](http://www.hiddenprofitacademy.com). The mission is the double small business survival rates by harnessing the genius of accounting professionals.

As an experienced entrepreneur and small-business turnaround expert she has rescued hundreds of small business and helped thousands of others reach their full potential. Ms. Fotopulos has led an accomplished 20-year career in business, working as a serial entrepreneur, vice-president at Citigroup and Wall Street trader. Fotopulos is a certified facilitator in the Kauffman FastTrac Program, a CEO leader for the Job Creators Network and award-winning author of “Accounting for the Numberphobic; A Survival Guide for Small Business Owners” just named one of the top business books by Small Business Trends. An expert in her field, she has been featured on MSNBC’s “Your Business,” at the *New York Times* Small Business Summit and in *Forbes.* For more information visit [www.hiddenprofitprophet.com](http://www.smallbizhelp.com/). Professor Fotopulos holds a Bachelor’s of Science Degree with honors from Cornell University and a Master’s of Business Administration in Management with distinction from the Stern School of New York University.

**Guarantee Profitability Course CPE Credit Value**

50 Minute hour= 1 CPE Credit

**Pre-recorded lectures**

Lesson 1- 53.05 minutes

Lesson 2- 46.16 minutes

Lesson 3- 54.56 minutes

Lesson Lectures total= 154:17 minutes= 3 CPE

**Quizzes**

2 short= 20 minutes each or 40 minutes= .8 CPE

1 comprehensive= 30 minutes = .6 CPE

Quiz total = 70 minutes= 1.4 CPE

**Live Office Hours**

Orientation ZOOM Meeting- 60 Minutes

Application of course concepts- Q&A- 60 Minutes

Final Wrap- 60 Minutes

3 hours= 3.6 CPE

**Total 8 CPE based on word count method**