Tailored for an audience of advisors/consultants, this session will be a preview of what we will share directly with small business clients on 3/17/2022. Given the instability of the last couple of years, in addition to current events domestically and internationally, entrepreneurs need a plan B (and even plan C and D...) more than ever before. With so many unknowns, and with things changing so quickly, how can entrepreneurs confidently and effectively plan for the success of their businesses? The answer is to not just rely on one plan alone but to have multiple plans and, more specifically, multiple forecasts that model the worst and the best potential scenarios, among other things.

Entrepreneurs can dig into the same toolbox that they used when first starting their venture, which includes MVPs, lean cycles, and pivoting as often as needed.
Join the Palo Alto Software team as we share best practices in planning, forecasting, and stories from 30+ years of experience in the field to educate and inspire you in helping your clients increase their agility, resilience, and confidence in these trying times.

Attend this event to learn:

- How to highlight the importance of ongoing planning and forecasting for your clients (backed by statistics and research)
- The basics of developing a useful and dynamic forecast
- Using a baseline forecast to model and explore financial scenarios
- How to leverage financial scenarios for better business management

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