



Strategic Growth – Cash Flow

Syllabus

Updated: December 2025

Training Overview

Cash Flow is one of four pillars of the Strategic Growth framework offered through the Pax8 Academy Instructor-Led Training Subscription. Each training is designed to stand alone and may be taken independently, without any specific order. To get the most out of the training, plan to take all four trainings in the series:

- Strategic Growth: Strategy
- Strategic Growth: Execution
- Strategic Growth: People
- Strategic Growth: Cash Flow

Strategic Growth: Cash Flow empowers you to elevate your financial acumen and your company’s growth trajectory. This training invites you to master the art of cash flow management, equipping you with actionable strategies to accelerate profitable expansion. Gain the tools and insights needed to build a resilient financial foundation and drive scalable success.

This training is designed for:

- Owners
- Executives
- Managers

Training Inclusions

- 4-hours of virtual, interactive content taught by a Certified Scaling Up Coach with extensive MSP experience
- Downloadable videos* of the content you can watch on-demand at your convenience
- Downloadable slide decks, handouts, and resources

Learning Objectives

Partners attending this training will learn how to:

- Diagnose and improve the cash conversion cycle to accelerate cash flow
- Identify and eliminate cash traps in pricing, billing and operational processes
- Build a forward-looking cash model that supports strategic decision-making
- Align financial metrics with growth goals to ensure scalability and profitability
- Apply practical tools to manage cash more effectively across departments

* Videos will either be recordings from your session or previously recorded material in which partner faces and voices have been removed. It is recommended to attend trainings live to receive the full benefits of interactive Q&A with the instructor and class participants.

Training Topics

Session 1: Why Cash Flow Matters

- Ignite your journey with the Strategic Growth Framework
- Focus on the transformational four decisions: People, Strategy, Execution and Cash
- Shift mindset from income statement/balance sheet to cash flow as a strategic tool
- Understand the difference between profit and cash
- Why cash flow is the #1 constraint in scaling
- Common blind spots in IT services firms

Session 2: Understanding Cash Conversion Cycle

- The mechanics of how cash flows through a business and how to influence it
- Components of the cash conversion cycle (CCC)
- Working capital levers: receivables, payables, inventory (or equivalents in services)
- How CCC impacts growth capacity

Session 3: Unlocking Cash Flow

- Unlocking Cash Flow with the Power of One Tool
- How small changes in each lever can dramatically impact cash flow
- Interpreting the Power of One analysis for IT services companies

Session 4: Aligning Cash Decisions and Strategy

- Connect cash flow management to strategic decision-making
- Funding growth
- Cash as a constraint in strategic planning

Meet the Instructor



Ron Losefsky

Lead Executive Coach

Email: rlosefsky@pax8.com

LinkedIn: www.linkedin.com/in/ron-losefsky-0178b

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Additional Resources

[Scaling Up Performance Platform: Growing Leaders and Companies](#)

The Scaling Up Performance Platform is designed to help companies grow more intentionally, more quickly, and more profitably.

More Scaling Up

[7-Strata Strategy Framework: A Step-by-Step Tutorial on the Art of Scaling Up](#)

This Scaling Up growth tool is used to clearly articulate an organization's go-to-market strategy.