



## The ProfitLink Masterclass - Full Course List

### Video #1: The Power of Positive Tension

- Learn how to teach the Yerkes-Dodson law to your leaders and employees to emphasize the impact and value of creating positive tension at all levels of your organization.

### Video #2: The Blank Income Statement

- Learn how to simply teach the Income Statement to your employees through a fun group activity. This interactive exercise illustrates the difference between sales, costs, and profit and will create context for your No-Entitlement Incentive Plan™.

### Video #3: The Dollar-Based Income Statement

- Learn an alternative way to teach the income statement to your employees in a group activity focused on percentages rather than actual dollars.

### Video #4: Show Me The Money!

- This group activity will help your employees become active participants in finding the money in your business to drive profitability and fund their No-Entitlement Incentive Plan.

### Video #5: The Cash Machine

- This exercise will help you communicate the difference between profit and cash to your employees, helping them understand that you *must* have cash – not only to maintain a healthy business - but also to pay out an incentive.

### Video #6: Challenge Rocks

- This group activity will provide your leaders with an additional tool that extends the Rock concept in EOS®. Challenge Rocks are financially-focused games that help fund the incentive plan while adding an element of fun.

### Video #7: Profit Works for Everyone

- This short video will help you craft YOUR founder's "Origin Story" to reinforce the economic reality that profit is an incentive for an entrepreneur to take a risk and start a business. Through this course your employees will not only understand why profit is absolutely necessary, but also learn the relationship between risk, return and liquidity.

### BONUS: The Investment Scorecard

- This interactive group activity will provide you with an exercise that compares personal finance to business finance. This will help broaden your employees' understanding of the relationship between risk, return and liquidity.