

Another premier training program by  
**Fans Created, LLC**

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**Profit  
&  
Cash®**

**An innovative board game that teaches employees to think like owners**

It is a known fact that more knowledgeable employees make better decisions. And to remain competitive in today's ever-changing, complex financial services industry, credit unions need to increase the business finance knowledge of its employees. However, finding the right educational tool to meet this objective can be difficult and costly. Good thing Fans Created is here to help!

The Profit & Cash® Credit Union Board Game covers more ground teaching financial dynamics more quickly than many conventional modes of financial education. Employees will work together in teams to experience the challenges and fun of running a credit union while they play this lively, team-building, educational board game facilitated by Fans Created.

Profit & Cash®:

- Teaches credit union business basics that help each employee understand the organization's financial objectives
- Gives participants a chance to make the kinds of business decisions that affect the credit union's success
- Provides a stimulating, engaging, and fun-filled educational event for participants

In order to have a truly empowered staff, all credit union employees should have a basic understanding of the credit union's **Balance Sheet**, **Income Statement**, and **Key Statistics/Ratios**. Each employee should understand how his or her daily decisions (from front-line sales to back office operations) affect the credit union financially. As employees begin to grasp the critical concepts that ultimately determine the success of a credit union, they will better understand how basic business decisions are made.

The object of Profit & Cash® is for the team to reach specific financial goals, including Return on Assets, Return on Equity, Yield on Assets, Cost of Liability and Equity, and Gross Spread. Each participant will become familiar with these terms and will learn how to meet their goals all while having fun playing a board game and while working as a team.

### How the Game Works

Profit & Cash® is played in teams of six to eight individuals per team. Each team works cooperatively to achieve its pre-established financial objectives. During "play," employees actually run their own credit union, and each person plays an important role (CEO, Sales Manager, Accounting Manager, etc.) in the credit union and must make important decisions that will financially affect the credit union. These decisions are based on draw and sales cards the employee earns throughout the game.

This learning experience includes the following objectives:

- Learn what "sales" is and what "profit" means to a credit union
- Learn the difference between "profit" and "cash"
- Gain a basic understanding of accounting systems
- Be introduced to, and become familiar with, the Income Statement, Balance Sheet, and Key Statistics/Ratios
- Realize how daily decisions affect the credit union financially

### Facilitation Options

There are many options for facilitating Profit & Cash®, and each depends on your objectives. The game can be trained by itself in a four-hour session, or you can blend it with another complementary training topic.

Fans Created will work with you to design a training plan to meet your organization's specific learning objectives. Contact us today to find out how Profit & Cash® can help you meet your educational and financial goals!

