



10 Steps to Protect Your Cash Flow

Take proactive steps in your company's cash flow management to be ready for potential changes in the business, industry or macro environment.

- Know your business.** Understand your goals and objectives first to drive focus and cadence for business forecasts.
- Conduct frequent cash flow forecasts.** How often depends on the rhythm of your transactions. Weekly forecasts are recommended.
- Build a cash reserve.** Set a monthly target within your budget to build your reserve.
- Improve financial reporting.** Fix inaccurate data and eliminate irrelevant information to focus reports on what drives your business.
- Reassess your KPIs.** Identify what needs to be prioritized or reprioritized to enhance performance and cash flow.
- Build relationships with your suppliers now.** Good relationships today keep you top-of-mind during costly supply chain disruptions.
- Renegotiate contracts.** Seek additional flexibility and weigh the risks of being locked into suboptimal contracts.
- Hire the right talent today.** Seek the skill sets you need through flexible talent models to save on costs and diversify your talent pool.
- Invest in meaningful technology only.** Improve processes and build capacity for flexible, hybrid workspaces.
- Maintain budget discipline.** Develop good habits today. Control spending in times of growth—not when finances are tight.

Maintain positive cash flow in any environment. Find the right solutions to guide your strategy with insights from Paro's elite community of finance experts.

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