

Financial Transparency

Financial transparency is the practice of sharing financial information with employees.

Many successful leaders understand that the environments they create directly influence profitability. A culture defined by accountability, trust, and purposeful growth will have a loyal, engaged workforce and outperform its competitors. At HFW we strive to provide financial transparency to strengthen the culture and improve financial performance. To that end, we provided a class on financial terms for our employees, sharing revenue goals, gross profit, and examples of accounts payable and accounts receivable. We have also noted how we approach pricing projects for our clients. We have defined quarterly sales targets to help us achieve our revenue goals.

We also believe education is a critical part of financial transparency. Towards that end, we've created training to help educate our team to be more financially literate. We also believe that this supports our [goals for Workforce Development](#) because financial literacy is useful not just in business, but in life as well.

The goal is to start with the following core concepts and to expand on these over time.

- Revenue/sales
- Cost of Goods Sold
- Gross Profit
- Expenses
- Bottom line/ Net Profit
- Accounts Receivable
- Accounts Payable
- Return on Investment (ROI) - Both for HFW & for HFW's clients

Financial Review Process

We have multiple layers of our financial review process at HFW

- Books are entered by our bookkeeper, Margaret Wanjiru
- Bank & credit card transactions are synced automatically and bank and credit card statements are reconciled monthly.
- Payroll taxes are handled automatically by QBO.
- All transactions are viewable by our bookkeeper and any partner. Transactions are regularly reviewed
- The board reviews financials every 6 months. See [Board of Directors and Board of Advisors](#)
 - All board meetings are recorded and available for the team
- We learn and get advice from a professional bookkeeper annually who reviews our books and gives us guidance on any questions that arise.
- A certified accountant reviews our books and files our taxes annually
- We keep a digital log of key decisions related to taxes and financials.

The online nature of QuickBooksOnline allows all three partners to monitor our books.