

Are Your Net Profit Numbers Distorted?

I caught up with one of my long-time [E0](#) friends, [Greg Crabtree](#), at the E0 Nerve Conference in Atlanta. We have hung out and experienced E0 events around the world, and we are both passionate about [E0](#) and the people there that we learn from and grow with. Greg served on the E0 Board as the Finance Chair, which was a perfect fit since his unique perspective allows him to explain numbers in a more entrepreneur-focused way rather than typical accountant speak.