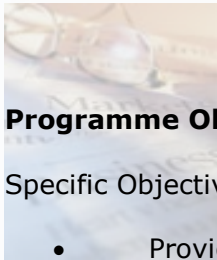


"Master-Classes" in Financial Skills



FINANCIAL AWARENESS

A Two-Day Programme

Programme Objectives

Specific Objectives for delegates are to:

- Provide a simple understanding of finance and accounting matters.
- Understand the basic documents for sound financial management, such as profit and loss accounts, balance sheets, cash flow statements, budgets and variance analysis.
- Understand the effect their decisions can have on the financial performance of the business.
- Provide a level of ability to analyse and use financial tools as an aid to making better business decisions.
- Manage their own budget effectively.

The course is led by an experienced manager, who takes a practical, pragmatic view of money matters and translates the jargon, conventions and formats of accounting so that they become useful tools for each delegate.

Who is the Programme for?

The programme is specially designed for Executives who recognise that in order to increase their effectiveness they would benefit from a greater understanding of how the financial side of the business operates and the financial effects of their own decisions on the business.

Programme Content

- . Finance
 - . The benefits of financial fluency
 - . Overcoming the common blocks to achieving fluency
 - . The importance of finance in managing the business, and the marketing mix.
- . Skill with basic documents
 - . Preparing the profit and loss account, balance sheet, source and application of funds
 - . Management accounts
 - . What they tell you
- . The cash flow cycle
 - . Financing the day to day running of the business (or rapid increase of business and how to go bust)
 - . Working capital, how it is used
 - . Cash flow and profits

- . How costs are quantified
 - . Costs of production
 - . Costs of selling
 - . Absorption costing
 - . Marginal costing
 - . Standard costing
- . Management Accounts - The vital management tool
 - . The structure
 - . Your company's format and alternative layouts
 - . Profit and loss account
 - . Balance sheet
 - . Cash flow statement
 - . Variance factors
 - . Comparisons
 - . Cash flow forecasts
- . Using financial information & Analysing accounts
 - . The initial analysis
 - . Choosing appropriate information
 - . Using ratios and measurement tools
 - . How to measure performance
 - . The various profit yardsticks
 - . Using ratios to analyse performance
 - . Using data to make decisions
- . The evaluation of financial risk
 - . Discounted cash flow
 - . Inflation accounting
- . Forecasting and budgets
 - . What forecasts do we need?
 - . How to make better forecasts
 - . Using forecasts to decide the budget
 - . Zero base budgeting
- . Pricing
 - . Factors affecting price
 - . Elasticity of demand
 - . Pricing methods
 - . Volume, price and contribution

Note: The above includes practical exercises using your appropriate company formats

