



## Finance for Non-Financial Managers Intro

1 Day (for dates see [www.financetalking.com](http://www.financetalking.com))

### SUMMARY

This one day introductory course, designed for non-financial managers, uses the FinanceTalking accounting game to show you how accounting works. By the end of the day you will have a good understanding of how the income statement (P&L), balance sheet and cash flows fit together. You will appreciate the role of financial management and you will see how to apply your learning to a real company example. We teach in small groups so that you can be sure of individual attention.

### OUTCOMES

- Get to grips with how accountants think and be able to use the language of finance
- Understand how the key financial statements fit together
- Appreciate the relationship between profits and cash flows
- Understand the key drivers of profitability
- Be able to link the numbers with underlying business activities
- Gain an understanding of both management information and financial accounts



## WHAT'S INCLUDED

- Breakfast, lunch and snacks throughout the day at one of wallacespace's lovely venues
- A folder containing all your course materials
- A copy of our printed financial glossary
- Briefing papers, online courses and quizzes available after your course via a virtual classroom
- Access to our tutors by phone or email should you have any questions after your course

After the course, you will have access for 4 months to the following eLearning courses which will help you consolidate your knowledge:

- The Basics of Business Finance
- Budgeting & Forecasting

## WHAT YOU WILL LEARN

### The Big Picture

- Who owns your business and what do they want?
- The purpose of financial information

### Accounting Basics

- The FinanceTalking accounting game
- The key financial statements and what they tell you
- Levels of profits - gross profit, contribution, EBITDA, operating profit etc
- Impact of changing prices and volumes
- Impact of fixed and variable costs
- Capex and opex
- Understanding working capital
- How cash flows through the business

### Introduction to Financial Management

- Budgets - definitions, examples and problems
- Using management information
- The role of investment appraisal

### Real Company Review

- Reviewing the balance sheet
- Reviewing the income statement
- How is the company performing?

### Summary & conclusion

- Jargon review
- How to learn more

## HOW YOU WILL LEARN

We start from scratch, showing you how the income statement and balance sheet build up and demonstrating the importance of cash, using our proprietary accounting game. Using this simulation, we help you to understand the financial impact of business decisions.

We also make suggestions as to how you can implement what you have learnt after the course - ensuring that you return to your desk in a position to carry out your duties even more effectively.

## COURSE FEE

£695 + VAT

