



## Workshop Overview

Understanding the financial side of business is paramount if challenged with driving the business and creating growth. Finance isn't just for accountants, everyone within the organisation has a role in managing and improving the numbers as individual responsibility equals collective achievement. The aim of this workshop is to instil greater financial awareness and provide a solid understanding of accounting concepts and how they affect marketing.



## Benefits

You will learn how to analyse key performance indicators (KPI's) and ratios to understand the health of your business and drive its success. The content covered will include subjects like Internal business analysis, financial analysis and performance indicators, using key ratios, external analysis, gaining competitive advantage, implementing strategy, managing risk and getting approval for your business plans.

## Outcomes & Content

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|---|--|
| ✓ Financial Jargon and Key financial terms          | ✓ Appraising profitability/cash position         |
| ✓ Profit vs. Cash and revenue vs. capital           | ✓ Your finance team - Roles and responsibilities |
| ✓ Depreciation and financial statements             | ✓ Purchase orders (PO's)                         |
| ✓ Balance sheet explained                           | ✓ Authorisation/ signatories                     |
| ✓ Profit and loss/income and expenditure            | ✓ Cost centres/project                           |
| ✓ Categories of costs, gross and net profit/surplus | ✓ Budgets and cost management                    |
|   | ✓ The annual cycle                               |



## Who should attend ?

As the name suggests this course isn't for financial experts. It's suitable for new managers, or middle/senior managers who haven't had a great deal of exposure to finance in the past but have new financial reporting responsibilities.

