

# Finance

## Finance for Non-Financial Managers

**Speaker:** Philip Avery

### Course Summary

Every decision we make as managers affects the money in the business. All businessmen and women must understand the financial management of their business as much as they understand what it does if they are to keep it healthy and prosperous, and make money.

Large corporations have teams of management accountants to advise them, but you can get the same information using simple concepts and techniques that will enable you to run your business rather than it run you.

### What you will learn

- The jargon, explained simply
- Why 'profit' can be dangerously misleading
- What the various financial statements are used for and how YOU can interpret them
- Why knowing the breakeven point is vital to your business success
- How to calculate what working capital you need
- How to interpret management accounts
- How to use your accounts to make more money

### Who should attend?

Anyone who wants to run a business, or his or her part of it, profitably and to understand its financial management but does not have a strong accountancy or business background.

#### PLEASE NOTE

**Please bring a calculator to this workshop.**

#### Note

**Excellent course for those involved in sales, planning, production and administration**

### About the Trainer

Philip Avery (LLM, TMB, MBA) has over 25 years experience in advising businesses of all sizes and business sectors. His particular interest is in demystifying business practices and getting people to really understand their business.

### Workshop Cost

**£159 + VAT**

20.10.09 Regus, Exeter  
09.12.09 Lyngford House, Taunton  
24.02.10 Buckerell Lodge Hotel, Exeter  
24.03.10 Lyngford House, Taunton  
19.05.10 Regus, Exeter

### Workshop Timetable

9.00am Registration & Coffee  
9.15am Introduction to the three financial accounts

- Income statement (profit and loss)
- Balance sheet
- Cash flow

Exploring how they work together  
Using the balance sheet

- Getting management information

  
10.45am Break  
11.00am Looking at management accounts

- The different types of costs
- The importance of the breakeven point
- The relationship of costs to breakeven

  
1.00pm Lunch  
2.00pm Costing to make profit objectives  
What IS working capital?

- Understand working capital and the cash cycle

  
3.00pm Break  
3.15pm Using the accounts to analyse a business  
Working with ratios

- What are their purpose?
- How and when to use them
- Profit improvement
- How to improve your profitability

Summary  
4.30pm Close