

Applied Finance

How business finance works

What's it about	<p>This programme starts with participants requiring no previous knowledge of Finance or Accounting, but finishes with them understanding more about how finance works and how it impacts on business, than most corporate Directors.</p> <p>Day one is essentially Finance for non-financial managers, but presented in a practical, fun and highly interesting manner. Day two looks at the applicability of the course. We look at the financial accounts of some YOUR customers and use this to determine improved strategies for YOUR business to deal with these customers</p>
Objectives / Outcomes	<ul style="list-style-type: none">• To teach the dynamics of finance to participants• To help participants understand how to analyse a set of financial accounts• To strengthen participants knowledge of how business actually works• To build confidence in using annual reports for research• To use annual reports to understand customer strategies
Approach	<p>Scenarios are given out to participants and they have to calculate key financial ratios once they have been taught how to do so. A fun test is given at the start of day 2 to ensure everyone is in the same place with the learning before day 2's activities start. Customer annual reports are then issued and key metrics analysed and benchmarked in order to gain insight of the customer. This leads to a facilitated thought provoking discussion about the impact to YOUR business in using this methodology</p>

Target Audience

- Primary Audience:** Sales Managers, NAMS, NAEs, ADMs, ADEs, RSM's, Mktg Depts, Purchasing Depts
- Secondary Audience:** Anyone who has a desire to understand how finance works and how it impacts on business strategy

Programme overview

Part 1: The program starts with a group discussion during which a business is created "The Magic Widget Company", this business is financed, structured and accounted for. The business goes through some good times and some challenging times and participants will understand the impact of these scenarios on the key financial statements of P&L (income statement), Balance Sheet and Cash-flow. The business is then floated on to the stock market, and participants learn about the pressures of running a PLC such as YOURS

Part 2: Focuses on Customer and YOUR accounts which are thoroughly analysed to develop and deliver insight as a consequence. Participants are taught how to use financial accounts in order to gain this insight before a facilitated thought provoking discussion about how these discoveries might impact on YOUR business and how YOU might get a commercial edge with these customers by using this insight and methodology

Logistics

- 2 day face to face workshop or 4 half days online
Maximum number of participants for class: 10