

Rightrack ... a little bit of magic

**Finance for Non Financial Managers**  
a 2 day programme



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### Introduction

In most instances managers can only fulfil their role competently with a strong grasp of business finance. Understanding balance sheets, profit and loss accounts, cash flow and budgets, and communicating financial information to the team, is all part-and-parcel of the role. The programme is delivered in a fun and engaging way; even for those who may have an instinctive aversion to the topic.

### Outline

- Introduction, welcome, house-keeping and ice breaker
- Overview of the programme
- Understanding financial fundamentals – income, expenditure, assets, liabilities
- Creating and maintaining accounting records
- Understanding key financial statements and how they are produced from accounting records:
  - Balance Sheet
  - Profit and Loss Account
  - Cash Flow Statement
  - Statement of Retained Earnings
- Understanding common accounting concepts
- What financial levers can a company use to improve performance?
- Description of common accounting ratios and measures, and how to use them to perform financial analysis
- How do organisations raise funds? – description of the concept of gearing
- Use of financial information as a management tool for improvements
- The different uses of the budget as a control mechanism, forecasting tool and management weapon!
- Practical budgeting activity – managing the budget
- Variance analysis
- Activity based costing
- How to evaluate the expected rate of return for alternative projects
- Appraising investment opportunities and ranking capital investment alternatives
- Discussion of the concept of the 'time value of money'
- Presenting financial information in an accessible and engaging manner

