

Finance for the Non-Financial Leader

Introduction, Parts I, II & III

Ideal for Business Owners, Leaders and Managers who make key decisions for their companies, especially when it involves key financial resources.



Overview

After each part of this course, you will be able to go back to your company with confidence to understand financial information and apply your new knowledge to make better decisions and increase profits and shareholder value. The three parts can be taken separately or together.

Who Should Attend

- Business Owners, Presidents, Partners & G.M.s who regularly evaluate their organization performance and financial stability
- Directors, Vice Presidents & Divisional Managers responsible for the profit and performance of their company or division
- Managers who oversee organizational budgets and capital cost decisions

Key Benefits

- Leaders and Managers with little or no financial training or experience can develop working knowledge to use the language, tools and techniques of accounting and finance
- Complex principles presented in practical, understandable terms in a friendly, supportive environment
- Gain ability to read & analyze financial reports to assess company or division performance
- Understand how Balance Sheets, Income Statements and Statement of Cash Flows are interconnected and how they work together
- Use finance tools to make better business decisions & understand impact of decisions
- Learn to use financial ratios to improve liquidity, profitability, capital structure and asset utilization
- To be able to create useful management reports that help you drive the company's performance
- Learn how businesses are valued and how to increase shareholder value
- Improve your ability to question and discuss financial reports and financial decisions

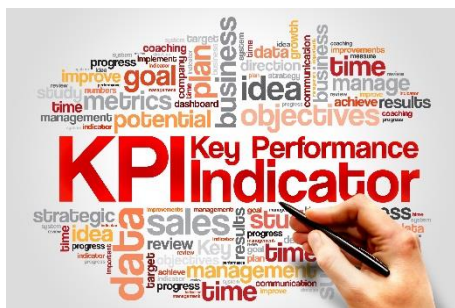


You will feel Super with your new knowledge

Content

In Part I you will learn:

- How to read and understand financial statements
- Concepts such as depreciation, retained earnings, prepaids and goodwill
- To differentiate between accounting profit & cash flow
- How the income statement, balance sheet and statement of cash flow tie together in our Lemonade Stand Business example
- How to set up financial statements to get more useful information from them
- Useful Key Performance Indicators and Ratios
- The factors to increase profits
- The limitations of financial reporting



In Part II you will learn:

- How businesses are valued and what buyers look for in your business
- How to increase shareholder value
- The importance of protecting shareholder value and how to lessen risk in your business
- The steps from strategy to business plans to actions plans to budgets
- Capital budgeting
- Translating activities of your business into a set of objective numbers
- The key to decision making is forecasting

In Part III you will learn:

- How to optimize cash flow through working capital management
- The difference between fixed and variable costs
- How to Finance the business
- How to employ sensitivity analysis including Break-even analysis
- Balanced Scorecard
- Difference between bonuses and incentives
- Pros and cons of open book management
- The different ways owners can take money out of their business

Need a short introductory course?

If you need a short introduction to finance or you would like to try us out with a short seminar, contact us and we can tailor it to your needs.

Contact us at:

226-791-0374

info@profitablewisdom.com



Instructor Profile – Kevin Ballantyne, BBA, CPA, CA

Kevin is a chartered accountant with 30 years of experience in financial management with companies ranging in size from small owner managed firms to large public companies. All through his career, he has educated non-financial leaders how to understand financial statements and financial concepts.

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