

Finance for Non-Finance Managers

CPD 24 units | 24 PL credits



Online Prework + 2 Days Classroom or 4 Weeks Virtual or Online Self-Paced

Overview

Our Finance for non-finance managers course is taught using a set of principles and methodologies developed by our firm to give participants a system they can always refer to anytime they get stuck trying to interpret financial information.

We have developed a 4 box model for teaching accounting which makes the process of breaking down any transaction natural for the non-accountant. The system works without the need to learn any double entry accounting, participants apply the system and instinctively know what to do.

We follow this up with another 4 box model we developed to completely breakdown financial analysis and ratios into the most fundamental metrics required of every role in an organisation. Our approach is to teach financial analysis by making each participant aware of how their role and actions directly impact the company's bottom line.

Participant will also be able to interpret the financial statement in a natural way using a third model (the 5 Box Balance Sheet) to effectively analyze business performance.

This course is a blended course. You start with a rigorous online pre-work with short videos covering knowledge objectives. Then you have 3 options to continue with the course:

1. 3 days classroom session (7 hours a Day)
2. 6 Weeks of highly interactive Virtual Training (2 hrs a Week)
3. Online Self-Paced, all of the content at your own pace whenever you want to start.

Learning Outcomes

By the end of the course participants should be able to answer the following questions.

- Why is it important that I have basic financial literacy?
- What is the CEO's most important Business Metric?
- Based on my role, what Metric am I responsible for?
- How does my Metric affect the CEO's Metric?
- What is accountable for the changes in our returns from one period to another?
- What accounts for changes in our performance when compared to our competitors?
- How is the Profit and Loss account linked to the Balance sheet?
- What ratios will tell me if we have a serious cashflow constraints in our business?

- Why does our CFO require input from me to make better accounting estimates, allocations and assumptions?
- How do I use the financial statement of a business to tell a coherent story about our financial performance?

Online Pre-Work

- Participants will be given access to this course's online pre-work platform on www.OfficeTrainingHub.com
- All activities must be completed before attending the classroom sessions for the course.
- This platform also serves to introduce participants to their instructors via the discussion forum.
- The platform includes basic knowledge and definitions as well as short videos to get participants effectively prepared for the course.
- Participants are also expected to document their expectations.
- The Courses digital certificate of completion will also be issued via this platform.

Overview

- What is the Business Cycle
- What is the Accounting Cycle
- Identifying cashflow issues in a business
- Working Capital Interpretation

The REAL Methodology

- Introducing our 4 Box Accounting Model
- Using the REAL Methodology to understand accounting transactions
- Using the REAL Methodology to understand accounting scandals
- Case Study Application

The Structure of Financial Statements

- Balance Sheet
- Income Statement
- Linkages between P&L & Balance Sheet
- Reconciling Cash with the Cash Flow Statement
- Identifying financial line items you are responsible for

Introducing the 5 box Balance Sheet

- Introduction to the five box Balance Sheet
- Identify P&L and balance sheet linkages
- Net Worth vs Capital Employed vs Total Assets

Analysing Financial Statements

- CASH is KING, how everything revolves around it
- Who gets what and why: Review of P&L Line Items
- Interpreting Business Models with the 5 Box Balance Sheet
- Linkages between P&L and the Balance Sheet
- Mapping Financial responsibilities to your organogram

Ratio Analysis

- The Power of Ratios
- Profitability Ratios – the higher the better
- Leverage Ratios – the balancing act
- Liquidity Ratios – can we pay our bills?
- Efficiency Ratios – putting assets to work
- Investor's perspective and the Big 5 ratios

The 4 Box Analysis Model

- Introducing the 4 Box Analysis Model
- Why ROE is the most important Ratio
- 3 Way DuPont Analysis
- Building a Ratio Tree Map & ownership identifier
- Overview of non financial metrics

The Big Picture of financial Analysis

- Interpreting the conflict between Revenue & Liabilities
- Interpreting the conflict between Assets & Expenses
- Identify the main value drivers for different industries



The course was particularly effective due to the teaching methods applied. Good and memorable examples were used, making it very possible to always remember and apply what was learned

★★★★★ *Jaiye Lucase*

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