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## Finance for Non-Financial Managers Training Seminar

### Target Audience:

The target audience for this training is managers, owners, and other personnel who have little or no formal training and/or have little or no experience in Finance and Accounts.

### Objectives:

At the end of the training the participants will be able to:

- Demonstrate an understanding of the purpose, practice and use of financial management and financial accounts
- Understand the difference between financial accounting and financial management
- Read and interpret financial statements
- Understand the key financial ratios that measure the financial performance of organizations
- Understand the key concepts and terminologies of finance in order to express themselves with confidence in banking and business environment.

### Content:

- **Overview of accounting, finance and financial management**
  - a. Why finance matters
  - b. Definition and differences
- **Introduction to financial statements**
  - a. Income Statement, Cash Flow Statement
  - b. Balance sheet, Interpreting Financial Statements
- **A Manager's guide to budgeting**
  - a. Comparison, types, planning and control tool
- **Measuring and evaluating the performance of business**
  - a. Key performance indicators
- **Financial Management/Cash flow and investment decisions**
  - a. Making the key connections
  - b. Depreciation and Amortization
- **The business environment**
  - a. Managing a profit or cost centre
- **Strategies for increasing profits and improving productivity**
  - a. Putting it all together