

# Financial and Commercial Awareness Workshop 2016 (Finance for non Finance Managers)



*This finance workshop has been exclusively designed for SHAPA members to improve the awareness of finance and accounting for non-financial managers. It will be facilitated by Nicky Clough of Insight Training, who will work with you to improve your understanding of the finance required by an industrial company working and operating in the UK. Insight Training is a leading financial training consultancy.*

## **Session 1**

Financial management essentials

- The purpose and benefits of financial management
- Strategic and operational planning and where finance fits in
- How non-finance managers help deliver financial success

## **Session 2**

Key financial statements

- The primary accounting statements and their purpose
- Accounting concepts and terminology – what they are and what they mean
- Profit and cash flow – key differences; EBITDA
- The impact of transactions on financial performance and position

## **Session 3**

Analysing financial information

- Calculating and interpreting key financial trends, percentages and ratios
- What ratio trends actually mean
- Using financial information to assess working capital management
- Applying ratio analysis to the assessment and improvement of divisional, departmental and organisation performance

## **Session 4**

Budgeting and budgetary control

- What is a budget and why do organisations prepare them?
- The budgeting process- participation and methods
- Checking, challenging and sensitising budget assumptions
- 'Selling' a budget to senior management

## **Who should attend ?:**

Anyone involved in driving their business forward e.g Managing Directors, Directors/Managers & Account Managers, whatever their level of financial knowledge. The workshop is designed to enable everyone to take away practical tips and strategic insight suitable to their skills and experience, whether you are a beginner, intermediate or advanced. So join us for an inspiring and enjoyable day out.

## **Workshop objectives**

After attending this workshop, participants will be able to:

- Better understand the financial objectives of their organisation and translate them into action in their respective functional areas
- Assess the financial implications of their day-to-day decisions and help make decisions that have a positive impact on the financial objectives of the business
- Make better use of the resources allocated to their divisions and departments
- Be more confident when discussing financial issues

DATE: 26th May 2016  
TIME: 9am-4pm (coffee and registration at 9am)  
VENUE: Hilton East Midlands Hotel (off the M1 jct 24)  
DELEGATE FEE: £195 + VAT

TO BOOK email booking form to Ian Birkinshaw [info@shapa.co.uk](mailto:info@shapa.co.uk).

