

FINANCE FOR NON-FINANCIAL MANAGERS



Find out how straightforward accounting and financial statements can be. Gain financial literacy by being involved in a highly visual course format. Participants set up a business and handle many typical transactions, transactions which demonstrate accrual accounting, depreciation, cash flow and profit. Financial ratios come alive and make sense using an accelerated learning format.

The program is designed for non-financial managers to gain a comprehension of financial information in order to optimize decisions.

After completion of the program participants will be able to:

- Recognize and understand the content and interrelationships of the three main financial statements plus know the purpose of each
 - Balance Sheet
 - Income Statement
 - Cash Flow Statement
- Know which numbers measure the company's financial health and why
- Understand the health of the company is based on cash flow, not profit
- Recognize the importance of and use of financial ratios to measure their organization's financial strength
- Recognize the value of financial literacy and how important it is to optimizing business decisions
- See the company from the shareholder's perspective and identify how the market and investors value the company

Learning Format – Accelerated Adult Learning

Participants set up a company together. First the company is established with stock and transactions. Then the firm sells services and incurs overhead. Participants experience first hand how each transaction is recorded. From a live setting, it is so much easier to see how companies record transactions to each different financial statement. Case studies can include their own company compared to their competitors and the industry to support direct application of the principles of financial ratios and shareholder value. Workshop leaders define financial terms and demystify the accounting jargon.

Sample Agenda:

1. Set up the new company, sell services and record transactions and learn experientially the key accounting formula:
$$\text{Assets} = \text{Liabilities} + \text{Equity}$$
2. Participants build the three key financial statements and learn how these statements connect to each other.
3. Demonstrate cash versus accrual accounting.
4. Demonstrate how to record capital assets plus depreciation and the impact on profit and cash flow.
5. Financial Ratios – calculating the ratios that tell the story about the success of the business. Learn keys to easily remember these important ratios.
6. Break-even formulas that are easily memorized and demonstrated through an easy to use case study.
7. One Page financial reports – understand the strategies that managers use to monitor trends for financial ratios and why organizations find “Scorecards” invaluable.

Optional and Powerful Addition:

1. Case study to compare the financial results of your competitors. Participants learn the seven financial comparisons and apply what they have learned in part one to their own competitors.

Time Frame: One day or 1½ days to include the competitor analysis. Program is customized to fit the participants in the organization at the level of their experience/expertise.

The course requires advance input by the CFO or Controller to customize the program to provide participants direct application of the learning to their own organization's financial statements and ratios. This way the company's actual financial scorecards are used in the workshop rather than a sample company.

About Marilyn Laverty

Workshop Facilitator

Since 1976 Marilyn Laverty has been supporting managers in organizations in how to improve productivity and profitability.

Ms. Laverty earned her CPA in 1978 with Touche Ross and Company and has served as VP of Finance and Operations for a lending organization with over \$12 billion in assets. Marilyn has a mission to assist executives and managers how to measure progress toward goals in order to achieve results. She has the unique ability to take the mystery out of the numbers and train all levels of managers in how to read and understand financial reports, financial ratios, staff productivity, business process efficiency and project progress.

With an energetic and highly visual approach, Marilyn helps participants eliminate frustration and stress by learning the language of accounting and how to measure progress on goals in order to insure results!

Teams On Target, Inc.'s consulting and facilitation services include:

- ◆ Strategic planning retreats, developing shared vision, mission, values and SMART goals (*Specific, Measurable, A Stretch, Realistic and Time bound*)
- ◆ Organization change and how effective leaders manage change at every stage
- ◆ Facilitating process improvement, quality teams and product development teams
- ◆ Providing training and coaching in how to achieve efficient decision processes for groups making tough decisions to achieve results!
- ◆ Executive Coaching and Situational Leadership

Other

- Customized courses are the firm's standard
- Follow-up implementation consulting, facilitation and coaching is available

*"Accounting is the language of business.
How well do you speak it?"*

Marilyn Laverty

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