

# FINANCE FOR NON-FINANCIALS

## TRAINING WORKSHOP

### Workshop Objectives

This workshop is designed to enable managers and staff from departments other than finance to understand the basic concepts and principles used in the preparation of financial accounts & statements.

This workshop introduces and explains some of the common terminologies used by the finance department and teaches participants the different financial instruments needed by top management and affecting control and decision making in the organization (e.g. Balance sheet, Income Statement, Statement of cash flows, Budgets, Internal/External audits).

### Who Should Attend This workshop?

- Top Management Team
- Organization's staff interrelating with finance
- Assistants to Executive officers
- Marketing, purchasing, and sales staff
- Other supporting functions (e.g. Projects, Legal, Human resources, etc.)



### Day One:

- Interpreting Financial Statements as Monies that Flow from Providers to Users of Cash
- Translating the Balance Sheet, Income Statement and The Statement of Retained Earnings into real cash flows
- Understanding depreciation for tax purposes
- How working capital eats up and produces cash?

### Day two:

#### Measuring the Financial Health of Your Company

- Applying key ratios to test for liquidity, turnover, leverage and profitability
- Benchmarking and industry comparisons
- Relationship between accounting earnings, real cash flows and stock prices
- Simple tools to compute breakeven points
- Making Sense of Rates of Return
- The magic of compounding, interest rates and time periods
- Differences between holding period yields, arithmetic and geometric rates of return
- Accounting rates versus internal rates of return

