



## ***In the Boardroom: finance for directors***

**Aim:** to help directors understand how company finance works, and how to make sense of the accounts

**Course length:** one day

“I frequently have to discuss accounts and financial issues at board meetings, and frankly feel out of my depth. I tend to sit back and let a minority of my colleagues dominate the discussion. I’d rather understand more, and influence the decisions more...”

Far too many directors feel this way, and also feel slightly embarrassed about admitting it – after all, aren’t they the ones who are meant to lead the company? This course starts with the basics, and builds up a full understanding of business financial success, and company accounts.

It can be run as a 1:1 coaching session, or as a day for more of the board members. The day involves case studies – we can use your company accounts, customer or acquisition target accounts, and can use some of your internal management reports. It’s your day, the options are yours!

### **Who is the course for?**

This course is for any director who feels uneasy when discussing financial issues, and wants to be more confident in this area.

### **By the end of this course you will:**

- understand what a set of accounts tells you...
- ... and what warning lights to look for
- be able to confidently produce financial targets for the business
- be familiar with the key drivers of business profitability and cashflow
- understand far more of what the FD talks about!
- feel confident in taking part in board discussions about financial issues

### **Contents**

The part finance plays in business success  
 The difference between profit & cashflow  
 The Profit & Loss account & its jargon  
 Setting business targets to deliver future profits  
 Working capital & cashflow  
 The Balance Sheet & its jargon  
 Setting business targets to boost the bank account