



Making money: Finance for managers

Aim: To help managers understand what profit and cashflow are, and how to improve them. By the end of the course participants will know how to read a simple financial report, identify the key issues, and address the main problems.

Course length: one day

“I’m a manager, and I manage my area. Finance deal with the finances. Why do I need to understand finance?” This is a common view amongst managers, but it is the managers, not the accountants, who make the business successful. This course aims to help you understand how you influence the financial success of your company. It will give you confidence in reading simple financial reports, identifying the key issues they contain, and finding solutions to the problems they highlight.

In a day you will learn how finance works within business, and what you can do to help the profitability and cashflow of your company. It isn’t a day of nonstop incomprehensible technicalities, though. You’ll start off with the basics, and build up to looking at financial reports, and learning what key issues they contain. You will understand what needs to be done to improve those key issues.

Who is the course for?

This course will help you if you have to make sense of and discuss financial reports. It will also help you understand how you can help improve profit and cashflow within your company.

By the end of this course you will:

- understand the difference between profit & cashflow
- know how you can improve both of these within your area of responsibility
- be able to read a Profit & Loss Account and Balance Sheet and pick out the main issues

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Context setting

The Profit & Loss account and its jargon

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