

Financial training For non financial staff



The financial training specialists

Watch where you're going (profit)

If you've been following this column you'll know that financial success isn't about numbers, it's about people (customers, staff teams, etc); about what we do; and how we do it.

Therefore to remain financially successful in the future we need to spend time thinking about what we do, how we do it, and the people we affect.

Chet Holmes ([The Ultimate sales machine](#)) has an excellent chapter on time management. The book is worth buying just for those 14 pages. He maintains that sales people should spend at least a couple of hours a day developing their customer base. As managers we need to spend a couple of hours a day working on our department, rather than working in our department.

But how, where and when do we make this time?

I was working with the key managers of an NHS hospital trust last week. They were all very pressured, stressed people, working in a highly reactive environment. They'd been working hard as a Trust over the last few years making themselves lean and efficient, with great success.

But in the search for efficiency they had squeezed things so far that they only had time to deal with the urgent, and didn't have time to manage the future of the Trust. Stephen Covey ([7 habits of highly effective people](#)) talks about the need to deal with long term important issues, not just urgent issues.

So where do you make time to plan the future? Continued financial success depends on it!