

Financial training For non financial staff



The financial training specialists

New Year resolutions (profit & cashflow)

Happy New Year!

The calendar changes, and we make resolutions, full of hope for new year. By now you've probably broken or abandoned most of them...

Our business "new year resolutions" are usually set for us, reflected in budgets and targets. But what do we need to do differently, and understand differently, in order to achieve and surpass them?

Part of understanding is looking at the financial dimension.

An MD was telling me about his sales manager: "Last year we had record sales, but we also had record associated costs. I want my sales manager to improve profitability, not just sell more."

And many of us think the job's done once we send the invoice. It isn't. It's only done once the customer has paid.

So how are you going to get to grips more with the financial dimension of your role this year?

A large part of doing is about communicating. Managers understand their targets in detail, but do their teams also understand the targets? Or are they simply doing "business as usual", which will help ensure the targets are missed?

I did some work with the equity partners of a law firm a couple of months ago. I'm now working with the more junior partners and the senior managers. I'm thrilled by how many of them have already got the message from their boss, and arrive eager to understand more about why this is so important.

So how about a new year's resolution of "Understand and communicate"?