

Financial training For non financial staff



The financial training specialists

Build finance into our conversations (Budgeting, Cashflow, Profit)

Listen to what people talk about, and we begin to understand what's important to them. We talk about our children, jobs, hobbies, etc.

If we're serious about being financially effective managers we need to build finance into our conversations. As we talk about finance our customers and colleagues are more likely to help us deliver financial success.

So what do we need to talk about, to whom?

Our customers talk to us about problems with our product or service: that's where we've failed to fulfil our part of the bargain. So we can talk to them about overdue invoices, as that's where they've failed to fulfil their responsibilities. I was talking to someone recently self-employed who had a customer invoice due for payment in mid-September, but he didn't ask for payment until the end of October. So for 6 weeks he was telling then that late payment was okay.

We can talk to our team about financial issues. Where we are doing work without agreeing that the customer will pay for it. How we are doing against budget each month. What our most important costs are, and how we can keep them better under control. As we talk money with our team, they'll become more focussed on helping achieve budget success.

And we can talk finance with our boss. We can be clear when we're likely to go over budget, or be under budget. That helps them deliver their financial responsibilities.

So how will you build finance into your conversations?