

## *Financial training For non financial staff*



*The financial training specialists*

### **Focus on the numbers (Budgeting, Cashflow, Profit)**

In this Covid crisis we're seeing Government support in the billions, and businesses losing weeks of income. One certainty is that there'll be a lot to pay for afterwards!

Most businesses will have to dig themselves out of a deep financial hole. We'll need to focus more than ever on cost and revenue management as we seek to earn enough to cover our costs. Value for money will become more important.

The post-Covid world will almost certainly be different to the world we're used to, and we'll need to focus more than ever on "What do we need to do to survive and thrive in this new world?"

I don't believe that this is all gloom. There are still tremendous opportunities ahead, but the world will be different, and we'll need to focus.

Some of this requires the creative people amongst us: "What new things do we need to be doing?" It requires the people people: "How do we ensure our customers get value for money, and how do we look after our staff and suppliers?" It needs the pruners: "What are we doing that's no longer relevant?"

But we'll need to be numbers conscious. "What are my costs, and how do I make sure I stay on top of them?" "What revenue am I bringing in, and how can I increase that?" "Which customers haven't paid their bills, and how do I encourage them to do so?"

How will you focus better on your financial numbers?