

Financial training For non financial staff



The financial training specialists

Good habits, bad habits (Budgeting, Cashflow, Profit)

We all have habits. Some good, some bad, some we're aware of, some we're not.

Some habits enable us to carry out complex tasks with little concentration: when you drive do you think about the mechanics of driving? Can you still describe how to do a hill start?

Some habits enable us to get through the day. Morning people often depend on a good morning routine that doesn't get disrupted.

But sometimes we need to develop habits to enable us to perform better in areas we're not comfortable with.

I'm a financial trainer, and I trained as an accountant before starting my own business. I still struggle with marketing, even though I've been in business now for more than 25 years. It was something I was never trained in, and have had to learn slowly and painfully. It's the part of my business that I enjoy least, so - guess what? I'm very gifted at finding ways of avoiding it.

Yet marketing is something that needs to be done consistently. So I'm trying to develop some good marketing habits.

One habit is to put a marketing morning into my diary every week. Then I know I'm regularly spending time on marketing.

Another habit is to make sure I have one marketing item on my to-do list every day.

For many people their financial responsibilities at work are a new skill. So what habits do you need to develop to make sure you keep on top of this aspect of your job?