

## *Financial training For non financial staff*



*The financial training specialists*

### **Traffic lights (profit and cashflow)**

Stop. Start. Stop. Start. The simple instructions that regulate the flow of traffic. Without them our cities would grind to a halt.

But anyone who's had to push a broken-down car knows how hard it is to overcome the inertia of a stationery vehicle. Once we've got it moving, keeping it moving is much easier.

Likewise, momentum is hard to overcome. I'm sure you've had that moment when the car in front brakes, and you've wondered whether you'll stop in time...

But what's this got to do with a business blog, and – my particular interest – financial success?

Financial success is helped or hindered by what we do, and what we don't do.

So we have to understand what we need to do, or do differently, to achieve better profit and cashflow. And here we face inertia.

A partner in a law firm I worked with recently wants her team to be more up-front about discussing fees and payment terms with clients. But she's facing resistance. "We're lawyers, we don't talk about money."

It's a small, but vital, change. But the inertia resisting the change is huge!

In "[Good to great](#)" Jim Collins talks about stopping doing things that "we do because we've always done them," but that don't contribute to success. (Of course, we have to identify them first!) But stopping doing them is hard – they carry a momentum of their own.

What are your traffic lights telling you, and how will you overcome the associated inertia and momentum?