

Financial training For non financial staff



The financial training specialists

Getting better at it (Budgeting)

I was working with a marketing manager last week, and she expressed a common problem.

"I don't feel very comfortable with finance" she explained. Perhaps you can identify with that.

"so I tend to avoid the financial aspects of the job" she added. I can think of plenty of things I shy away from because I don't feel comfortable with them.

I told her how, as a trainer and an accountant, I didn't feel comfortable with marketing, and it's taken 25 years to get comfortable, so I understood how she felt.

But there's a vicious cycle here: "I'm not very good at finance (or marketing, or any other skill), so I don't feel comfortable with it, so I tend to avoid it, so I don't get better at it, so I don't feel comfortable with it"

We need that cycle to become: "I'm getting better at finance, so I'm feeling more comfortable with it. so I'm interacting with it more, and getting better at it"

And the way we switch cycles is to just do it! If we spend some time every week on our weak area, we'll get better at it, and feel less uncomfortable with it. I aim to have something about marketing on my daily to-do list, even if it's an easy win. You can have "Money Monday or Finance Friday where you spend at least half an hour on finance.

How do you feel about finance, and what can you do to feel more confident?