

Financial training For non financial staff



The financial training specialists

It's not just about the numbers! (Cashflow

When I started training as an accountant many years ago, my manager said to me "I bet you think accountancy is all about numbers". To which I thought "Well obviously it is!"

"It isn't," he went on, "it's all about people."

It took me a long time to understand what he meant. We only achieve business success (and financial success) through our relationships: with our customers; suppliers; colleagues; and others.

If the relationship with our customer breaks down, it's unlikely to be a profitable relationship, and we probably won't get paid on time. We're only as good as our team (and the team often includes key suppliers and contractors), so those relationships are vital.

I was working last week with a group of graduate trainee managers. Other training in their graduate development programme included time management, project management, team building: all the usual subjects you'd expect. Part of the time management had included Stephen Covey's urgent/important matrix: focussing on crisis prevention rather than crisis management.

But a lot of crises come out of breakdowns in relationships: if there's a good relationship, problems get solved, if not they easily escalate into crises.

And when we're under pressure we often tend to focus on the urgent "hard" issues, rather than the "soft" issue of relationship building.

So how do you identify those key relationships that ultimately impact your bottom line and bank balance, and how do you make sure you invest time in building those relationships - even when you're under pressure?