

Financial training For non financial staff



The financial training specialists

What a surprise! (Budgeting, Cashflow, Profit)

When I work with South Yorkshire Housing Association one of the questions the assistant FD always asks at the end of the workshop is "What surprised you most about the day?" I'm sharing some of the answers in my next few blogs.

One recent answer was "How understandable it all is. We need to be storytellers, not accountants."

We'd talked a lot during the day about "the story behind the numbers".

Our budgets show the cost of our people, and the resources and equipment they're using in order to achieve tasks.

So we need to go behind the mere numbers and understand who these people are, and what they're doing. How efficient are their processes? Which of their tasks are essential, which ones wouldn't we miss? Do they have the resources and training they need?

Once we understand the people, processes, equipment and resources represented by the numbers, the numbers themselves start to make more sense.

If we want to do more, we'll probably need more people, and our numbers will change.

If we do things in a different way, it will take more or less time, and our staff cost numbers will change.

So your challenge is to understand the story behind the numbers in your budget. Does your budget reflect the cost of the people you need in your team to achieve your objectives? If not, what are you going to do about it?

So budgets aren't primarily about numbers, they're about understanding the story behind the numbers.