

Financial training For non financial staff



The financial training specialists

Quote, unquote (Budgeting, Cashflow, Profit)

"I have to make sure I focus my team not just on the here and now and the numbers, but setting the vision and direction of the business." So says Gareth Evans, CEO of Jetstar Group.

"Finance isn't about numbers, it's about people." Steve Clarke, managing partner of James Cowper.

Both these accountants reveal a vital truth about business success. If we focus on the numbers, whether they're financial numbers or league table positions, real success will elude us. To succeed we need to focus on people.

Obviously our customers are vital. We depend on their money! How they communicate their experience spreads our reputation - for better or for worse. We're likely to succeed if we have loyal, satisfied, repeat customers who talk us up.

But although our customers may spread our reputation, our staff create our customers' experience. So long as our product is right, it's mostly how our staff interact with our customers that makes
pÿ them want to come back for more. Or not &

Richard Branson said "I have always believed that the way you treat your employees is the way they will treat your customers, and that people flourish when they are praised."

If we treat our employees well, they'll treat our customers well. And then we'll be more likely to achieve those financial goals, or that league table position.

So next time you're looking at your financial numbers, think about the people behind the numbers. Finance isn't about numbers, it's about people!