

Financial training For non financial staff



The financial training specialists

Faffing! (profit)

I've had one of those weeks when I don't seem to have achieved all that much. At least I can redeem it by getting an article out of it!

Being on my own in business (apart from the cats, and they don't help much!) I sometimes get overwhelmed by all the stuff that needs doing. It helps me to remember that from a business finance point of view my main aims are to get paid for getting the goods out of the door on time and profitably, get the next client lined up, and fulfil my legal obligations.

So it's all about prioritising. What sales deadlines are coming up? For me, that's course dates in my diary. Is the material written, and when do I need to get it printed by? Have I booked the necessary accommodation etc? The later I leave this, the more expensive it is likely to be.

What do I need to do to keep existing clients happy, and find new clients? Where do I fit that in, because when I'm too busy (or disorganised!) that's the bit that gets left out.

Are the invoices going out promptly, and am I chasing them up? That's vital.

And most other things are probably a lower priority, and only exist to support the high priority things. So long as the high priority stuff gets done, it'll be okay. If it doesn't get done – we're in trouble!

What's your high priority stuff, what's secondary?