

Financial training For non financial staff



The financial training specialists

Rainbows (Profit)

They say there's a pot of gold at the end of a rainbow. What an opportunity! If only it were true ...

Many businesses are sensing that the upheaval caused by Covid has brought opportunities; or made us see the opportunities that have always been there.

But we have to ensure that these opportunities are both financially viable, and ethical.

Finance and ethics in the same sentence? A cynic may raise their eyes at that!

But any changes must be good for the business, else why would we make them?

Yet they must also be good for the people involved: our customers, employees and suppliers. If we exploit these to make a quick gain, there'll usually be a backlash which will damage the business in the longer term.

Google and Apple are talking about many staff now working from home permanently. Good idea in the IT business: it will save millions of dollars of expensive Silicon Valley office rent! They're talking about paying staff in relation to the cost of living of where they live.

So if I move to a cheaper area, I'll get a salary cut. Hmm ...

But if I have to come into the office 3 days a week, so *have* to live in expensive California, why should I be worse off than Chuck, who does the same job as me, but only has to be in the office twice a month and can choose where he lives? Hmm ...

Balancing finance and ethics isn't easy, but it's essential.