

## *Financial training For non financial staff*



*The financial training specialists*

### **Taking the long view (profit)**

A friend of mine was made redundant a couple of weeks ago.

Nothing unusual in that, except that she works in product development (one of a very small team), and the company relies for success on being at the forefront of development.

So her redundancy will bring short term savings to the business, but in the longer term, without new products, the business is doomed.

And that gives an interesting insight into how many people view profit targets and budgets. They are often seen as an inherently short term measure. “We have to hit this year’s targets.”

In fact we need to take a longer term view. “We can’t afford to hit this year’s targets at the expense of future targets.” It has to be about this year’s profitability and future profitability.

The problem with this is that we often tend to deal with the urgent issues (sometimes at the expense of the important issues that aren’t urgent), and often we can’t see the wood for the trees.

So how does this relate to you?

How often do you step back and give yourself time to think about the bigger picture? Where your business is going, and how your department fits into that?

What things do you do that are important for the long term success of your business, but often get crowded out by the urgent?

How can you make sure these things do get done, rather than getting lost in the everyday noise?