

Finance and Accounting for Non-Financial People

Are some of your key employees too often wondering, “Where do those numbers come from?”

Financial savvy is critical for business success, yet frequently people suffer from a “numbers phobia.” If your staff has been struggling to make sense of the financial documents they must deal with on a regular basis, this is the perfect seminar for them!

This powerful one-day seminar was specifically designed for non-financial people. In just one day, they’ll learn:

- The basics of accounting and finance in easy-to-understand lay terms
- How to apply and use the information to operate more efficiently and successfully
- The jargon, standard practices, and everyday applications of finance and accounting
- How to assess the liabilities and payoffs of new ventures, proposals, and plans
- The universal ground rules of finance for any organization's reports and planning process, and how to apply them
- How to develop performance reports that show planned vs. actual income and expenses

Who will benefit...

Managers, supervisors, and/or executives from non-financial backgrounds who are involved in your organization’s strategic planning

How we present this material...

Our on-site format encourages participants to share information. And because everyone is from your organization, the ideas they generate are relevant. Your certified on-site trainer will also have special insights into their needs and

will plan activities to make the information pertinent to all participants.

Key learning points...

- Develop performance reports that compare planned vs. actual income and expense
- Use a 7-point outline to prepare a budget that becomes a road map for future growth in your department
- Master financial lingo with an extensive glossary presented in clear terms
- Bring the bottom line into focus with 5 expert methods to determine profitability
- GAAP—understand any kind of financial data better with simple explanations for “Generally Accepted Accounting Principles”
- Understand how everyday business transactions are translated into financial terms, and discover new ways to make their department financially effective
- Learn how to talk the language of finance and improve communication with the organization’s financial personnel

As a result of this training...

Participants will gain the confidence to talk about financial matters, even with the financial people in your organization! They’ll understand what the numbers mean, and what actions they must take as a result of them.

Program Agenda

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Warm-up Quiz (just for you!)

- Determine what you already know and what you need to learn with a quick 20-point assessment
- Pinpoint your strongest and weakest points in finance and accounting—and set specific goals and objectives that will maximize the seminar’s benefits

The Accountant’s Toolbox— Basic Accounting Principles and Terminology

- Learn exactly what accounting is and how it affects your job and your responsibilities
- 3 key accounting terms that form the financial “cornerstone”—brief, easy-to-understand explanations
- 2 easy rules that ensure the basic accounting equation stays in balance
- 11 essential principles and concepts—learn these and understand the whys and hows of financial reporting and accounting systems
- 2 basic methods used to “recognize” expenses and revenues. You’ll understand why transactions have been included or excluded on financial reports

Making Sense of the Numbers: Special Financial Conventions and Practices

- Recognize the difference between direct and indirect expenses, and who is responsible for each
- 6 items that should be included in capitalization figures, and 4 items that should not be included
- Use a simple break-even chart to put the numbers in an easy-to-understand form
- Purchase or lease? Explore the benefits and drawbacks of both options

The Financial Road Map: How to Use Financial Statements and Reports

- Review the 8 objectives for financial reporting, and better understand how financial reports can work for you
- 4 professional methods to measure “bottomline” profitability
- “Ratio Analysis”: Use 10 invaluable formulas to analyze financial statements like a pro!
- Recognize the 4 most common financial statements

Achieving On-Target, Profitable Results: Budgeting Basics

- Discuss how sound budgeting leads to better, more effective management
- Use an easy, 7-point budgeting outline to prepare a new budget or assess your current one
- What’s a “support budget”? Learn how the 4 major types affect your department and your organization
- 10 specific answers good budget performance reports should provide

Plus...A Valuable Reference File

- Personal Skills Assessment
- Debits and Credits
- Salary and non-Salary Budgets
- Capital Budget Checklist
- Balance of Accounts
- Financial Glossary
- Interest and Present Value Tables
- Break-Even Points Formulas
- and much more!