

FINANCIAL ACUMEN FOR NON-FINANCE LEADERS

AUDIENCE

FL Front-Line Leaders

LL Leaders of Leaders

FORMATS

In-Person: 1 Day

Virtual: 2 hrs. X
4 sessions

“An investment in knowledge pays the best interest.”

Benjamin Franklin

COURSE OVERVIEW

Topics covered in this series of 4 2-hour virtual workshops:

- Key finance terms: assets, liabilities, capital, depreciation, capitalization, current ratio and others
- The accounting process: journals and ledgers, how debits and credits work
- Mastering the mind-set: see business in terms of dollars-and-cents decision options that pay off—short- and long-term
- Basic accounting principles
- Applying accounting conventions and guidelines
- Developing working rules regarding your corporate financial statements
- Using the balance sheet to examine assets and liabilities
- Analyzing the income statement to assess revenues and expenses
- The statement of cash flow: sources and uses of funds
- Content and format of the annual report
- Debt vs. equity financing
- How leveraging can increase return to shareholders
- Keeping your plan on target with budgetary controls
- Using profit-planning tools, break-even analysis, financial forecasting
- Cash flow: where cash comes from and how it's applied
- Elements of cost accounting
- Analyzing payback method, discounted cash flow, present value and present value index in making profitable capital investment decisions
- Understanding the cost of capital



BUSINESS IMPACT

1 Employees develop greater financial acumen and become better stewards of the organization's resources.

2 Employees are better able to make well-informed decisions that have a financial impact on the organization.

3 Employees gain confidence and comfort reading and interpreting financial metrics that guide the organization.

4 Participants are prepared to advance their career trajectories beyond their direct functional capabilities.

5 Employees are equipped to avoid making decisions without full awareness of the financial impact of those decisions.

6 Employees are able to help the organization manage and leverage financial resources more effectively.

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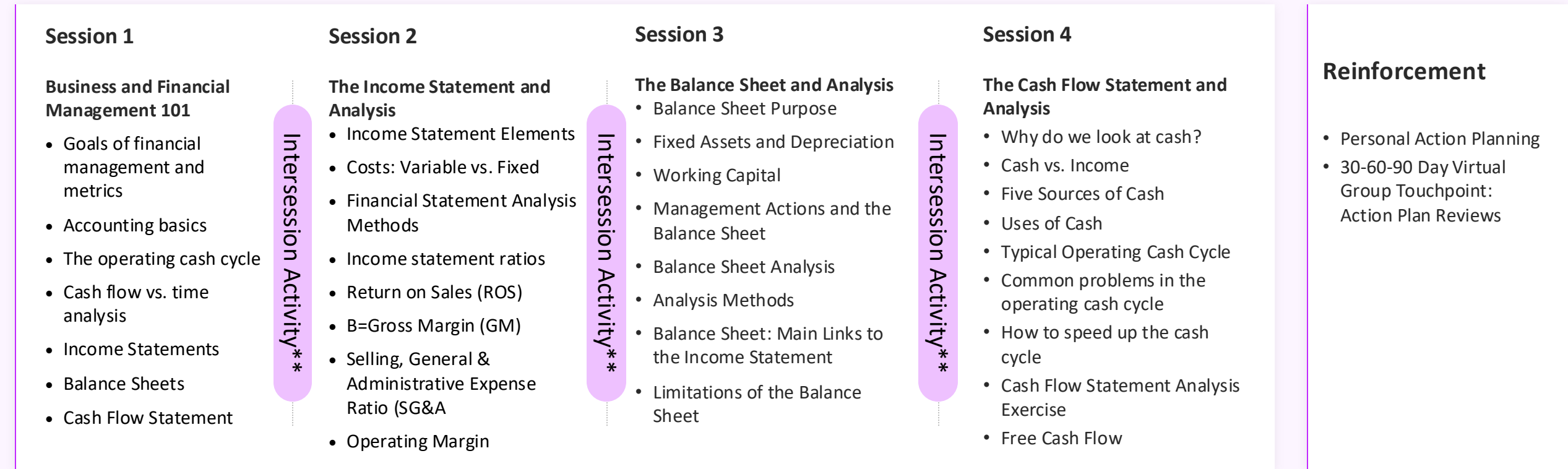
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LEARNING JOURNEY (Series of 4 2-hour virtual workshops)



Learning Objectives

- Describe the business and financial management goals of an organization
- Describe the key measures of value creation from different stakeholder perspectives
- Describe the key components of a business' cash cycle
- Describe the purpose, key components, goals, and drivers of the income statement
- Link the income statement line items to key operating decisions made by managers and employees
- Use various financial statement analysis methods to assess financial management measures
- Describe the purpose, key components, goals, and drivers of the balance sheet
- Use various financial statement analysis methods to assess financial management measures
- Use various financial statement analysis methods to assess financial management measures
- Link the balance sheet to key operating decisions made by managers and employees
- Identify the key linkages of the balance sheet to the income statement
- Describe the purpose, key components, goals, and drivers of the cash flow statement
- Explain the major differences between cash and income
- Link the cash flow statement to key operating decisions made by managers and employees
- Identify the key linkages of the cash flow statement to the income statement and the balance sheet