

## **FINANCE FOR NON-FINANCE MANAGERS TRAINING**

*You too can be so good in finance that they will no longer ignore you in those finance meetings.*

*(NITA APPROVED)*

**When:** 26<sup>th</sup> to 27<sup>th</sup> September 2024 (8:30am-5:00pm)

**Where:** The Clarion Hotel, Nairobi

Every managerial decision has an impact on numbers. Every number has an impact on managerial decisions. You can thus not afford to ignore the numbers. While in those management meetings, agree and disagree using the numbers in the most relevant way.

Every managerial position will require you to direct and organize for the use of an organization's resources accordingly. One big component of an organization's resources is financial resources. Coincidentally, finance happens to be the most sensitive resource in an organization, without which, major goals and objectives cannot be achieved. You do not only need the finance knowledge during planning but you also need it to evaluate performance, forward proposals and measure performance of your team.

This training gives you an edge in your financial knowledge. You will be able to understand not only the terminologies used in finance but also the various value drivers that you can utilize to increase your performance. Finance is one of the key components that you can use to add wealth to the firm while also giving your organization a competitive advantage. Get in the know.

### **Course Outline;**

#### **THE CONCERNS OF NON-FINANCIAL MANAGERS.**

*What should worry you? What really matters in finance? This part helps you to actually concentrate on the relevant areas while still instructing you on the crucial areas in every department.*

- ☐ What are the items on your tick boxes?
- ☐ What do businesses regard as indicators of performance?
- ☐ What do some of these numbers mean?
- ☐ What back-up points should you ask for?
- ☐ What are your roles in strategic planning and implementation?
- ☐ What are your roles in long-term investments?
- ☐ Finance vs accounting. Are they the same?

## **THE FINANCIAL ENVIRONMENT.**

*Who are your support staff? What are their roles and how does each contribute to yours?*

*What tools do you professionally possess to perform your duties?*

- ☐ Who are your key staff members? Eg, accountant, auditor...
- ☐ What are financial intermediaries?
- ☐ The financial markets
- ☐ Financial assets.
- ☐ What business organizations matter? Eg, partnership, corporation, limited liabilities...

## **COSTS.**

*The outflow of cash. This could actually give you a competitive advantage. What costs can you control? Which cost reports should you expect from your staff members? What do they mean?*

- ☐ What types of cost matter? Can you classify them?
- ☐ Fixed cost vs variable costs.
- ☐ Why do cost matter?
- ☐ Overheads allocation.
- ☐ Idle capacity.
- ☐ Relevant vs irrelevant costs.
- ☐ Variance analysis.
- ☐ Theory of constraints.

## **THE BUDGET.**

*Why does this document matter? When should you prepare it? What are the steps required and who participates?*

- ☐ Budgeting process.
- ☐ Cash budget.
- ☐ Forecasts and reviews.
- ☐ Planning cycle.

## **FINANCIAL ACCOUNTING.**

*How are records kept? What are the professional guidelines to this process? Why do your accountants place figures in a specific manner?*

- ☐ Key principles.
- ☐ What are the financial statements?
- ☐ Why use ratios?
- ☐ What types of business activities do accountants record?
- ☐ What reports are required by the principles of the profession?
- ☐ Who are the users of these statement?

## **UNDERSTANDING FINANCIAL STATEMENT.**

*What is the significance of these reports? Why do items appear where they do? What are the red flags? Which parts matter to relevant stakeholders?*

- ☐ Annual reports.
- ☐ Auditors report.
- ☐ Statement of financial position.
  - ☐ Current assets.
  - ☐ Long-term investments.
  - ☐ Property plant and equipment.
  - ☐ Intangible assets.
  - ☐ Working capital.
  - ☐ Liabilities.
- ☐ Ratios.
- ☐ Accounting mathematics.
- ☐ Accrual basis.

### **CREDIT POLICIES.**

*Do you sell on credit? How is your collection process? What can you do to maximize collection?*

- ☐ Why they matter.
- ☐ Receivables management.
- ☐ Credit controls.
- ☐ Relevant departments.

### **LONG-TERM INVESTING.**

*Most of the bulk expenditure are intended for long-term investment. What guides in making these investments? What assures that the stakeholders stand to benefit?*

- ☐ Capital budgeting.
- ☐ Methods of analysis.
- ☐ Economic life.
- ☐ Independent vs mutually exclusive projects.
- ☐ Capital rationing.

### **CAPITAL STRUCTURE.**

*What sources of capital are available to you? What should you use while seeking for specific sources? What are the costs attached to each source?*

- ☐ Debt vs equity.
- ☐ Business risk.
- ☐ Financial risks.
- ☐ Taxes.
- ☐ Financial distress and accompanying costs.
- ☐ Costs related to capital.

***And much more!***

### **LEARNING EXPERIENCE;**

- PowerPoint presentations.
- Group work.
- Participant's workshop presentations.
- Case studies.

**Charges:** Your investment for the 3 days comprehensive training is Ksh 45,000 Plus VAT per person, to cater for facilitation, training materials, writing materials, buffet lunch with a soft drink, water, tea/coffee, snacks and certification.

### **DISCOUNTS: Take advantage**

- For every 3 people booking from the same organization, you get a 4th FREE slot.
- Get 10% off if you pay 7 days before the training date.

**Payment Option:** Payment to be made via cheque deposit or bank transfer.

**This is a NITA approved training. Participating organizations can claim reimbursement of training fees in accordance with NITA rules and regulations.**

### **How to register**

For inquiries and reservation please get in touch with Mary on  
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