

## COURSE OUTLINE



### About The Course

Definitely not an accountancy course, this is for owners and directors of small and medium sized businesses who would like to have a better understanding of the financial aspects of their business, in a jargon-free environment.

### Course Format

The fee for the course is £295 plus VAT per delegate (minimum 5 delegates) including refreshments and all training materials.

### Duration

1-day course structured as 4 sessions of approximately 90-minutes each

### Delegate Rate

The fee for the course is £295 plus VAT per delegate (minimum 5 delegates) including refreshments and all training materials.

### Contact

For more information on Innotec's Business and Management Training programmes or to discuss your specific training needs with our Course Director:

**Call 01273 891155 or go to our website at [www.innotec.co.uk](http://www.innotec.co.uk).**

### **Innotec Business Mentoring,**

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Innotec Business Mentoring is a partner in Southern Business Consultants

## FINANCE FOR NON-ACCOUNTANTS

Many small Business Owners and Directors, whilst being experts in terms of knowledge of their own products or services, are less comfortable with the financial aspects of the business that they have created or are running.

### Objectives of the Course

The purpose of the course is to help to demystify, and develop an understanding of finance and its fundamental importance to the future of the business.

This 1-day workshop will provide you with knowledge of the key accounting principles and information to enable you to understand the financial influences on your business, monitor your financial performance and inform your planning decisions.

### Course Content

You will learn from business people who have extensive experience as Directors with blue-chip companies and smaller entrepreneurial businesses which they have set up and successfully grown:

- Budgets and Financial Planning.
- Balance Sheets and Company Accounts.
- Profit & Loss Accounts.
- Break-even and levels of Profit.
- Cash Flow and Financial Forecasting.
- Financial Performance and KPIs.
- Improving credit control.
- Using financial data in future Business Planning.
- Understanding your cash flow.
- Interpreting financial data.