

Q *How do I use the numbers to run the business?*

**Your frustrations**

*Understanding the accountants  
Wondering where the money went  
What the accounts tell about the business  
How to plan ahead*

## **Introduction to Finance for Managers**

### **How to understand the figures - and use them as a management tool.**

Every manager today needs to understand finance - this course has been designed to meet that need. Starting from the basic principles, you will progress steadily through a varied programme of short lectures, practical exercises and case studies which explain clearly the main areas of both financial and management accounting. You will be pleasantly surprised how interesting, entertaining and uncomplicated finance can be when put across in the right way.



### **You will learn**

- Why businesses need finance, how it is used and obtained
- How to read profit statements and balance sheets
- What capital employed, profit and return on investment mean and what affects them
- How to calculate and interpret financial ratios for assessing profitability, solvency and use of assets
- How to read an Annual Report
- Different costing methods and when each should be used
- How to prepare and use budgets, budgetary controls and the use of computer spreadsheets to explore 'what if?' scenarios
- How to use management information to make better quality decisions
- How to assess the lifetime benefits of a new investment

### **Who will benefit?**

All executive managers or administrators with responsibility for costs, cash flow, sales, profit or any other budget item, as well as all others who need to produce or use financial information. Participants need not have any previous financial training.

### **Programme high points**

- Gaining useful tools and techniques that don't need accounting training
- Taking the mystique out of the accounts
- Learning how to really use financial information

*All TACK courses are highly interactive and are run under licence from TACK Training Worldwide Ltd*

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**Sales - management - communication - telephone - finance**