


STRATEGON

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FINANCE FOR NON FINANCIAL MANAGERS

Topics Covered

1. Measuring Business Performance

Part one will overview and explain the following financial statements:

- Profit and Loss Statement
- Balance Sheet
- Cash Flow Statement

Attendees will leave with a greater understanding of the types of financial statements, how they are developed and methods by which they can measure business performance.

2. Budgeting and Forecasting

The purpose and process of budgeting and forecasting will be examined along with the importance of these tools. This will enable you to evaluate the effects of potential investment opportunities and other business activities as well as prevent or avoid problems or difficulties before they arise.

Key Topics:

- Forecasting trading performance and profitability or income and expense forecasting.
- Cash flow forecasting: the ability to meet commitments such as working capital, capital funding, loan repayments and dividends, etc.

3. Costing in Your Business

The objectives are to provide you with an overview and understanding of the importance of costing. You will be introduced to the different types of costs and the tools available to track the profitability of products, services or jobs.

4. Profitable Business Growth

The objectives are to provide you with an overview and understanding of:

- The ways you can achieve division growth and the stages involved
- How to effectively and efficiently manage growth
- Key performance indicators - how to identify them and their profit enhancement opportunities
- What resources and finance a division needs to grow
- Ways to grow the division by expanding market-share i.e. extend the product range, acquisition and more
- Problems and challenges facing a growing division and successful methods of manage them

At the end of module four you will know how to plan and manage division growth and determine if the desired growth is achieved. You will also be able to assess whether or not the growth has been achieved in the most efficient and effective manner.

5. Strategic Planning

Experienced division owners know that strategic or division planning is an indispensable management tool. Many have found that merely by completing the steps required to improve or develop their plan, they have introduced discipline and a logical thought process into all of their planning activities.

Additionally, a properly prepared strategic or division plan can greatly improve a division' ability to consistently establish and meet goals and objectives in a way that best serves that its' owners, employees, investors and financiers.

Key Topics:

- Managements "living tool": the division plan
- What division plans are really for and how to get the most out of a division plan
- The steps to preparing a division plan

You will obtain an understanding of the value and benefit of undertaking strategic and division planning. You will know how to develop a strategic or division plan for your division and how to best utilize planning to enhance the value of your division.