



Finance
for Non-Finance Managers
Courses Overview

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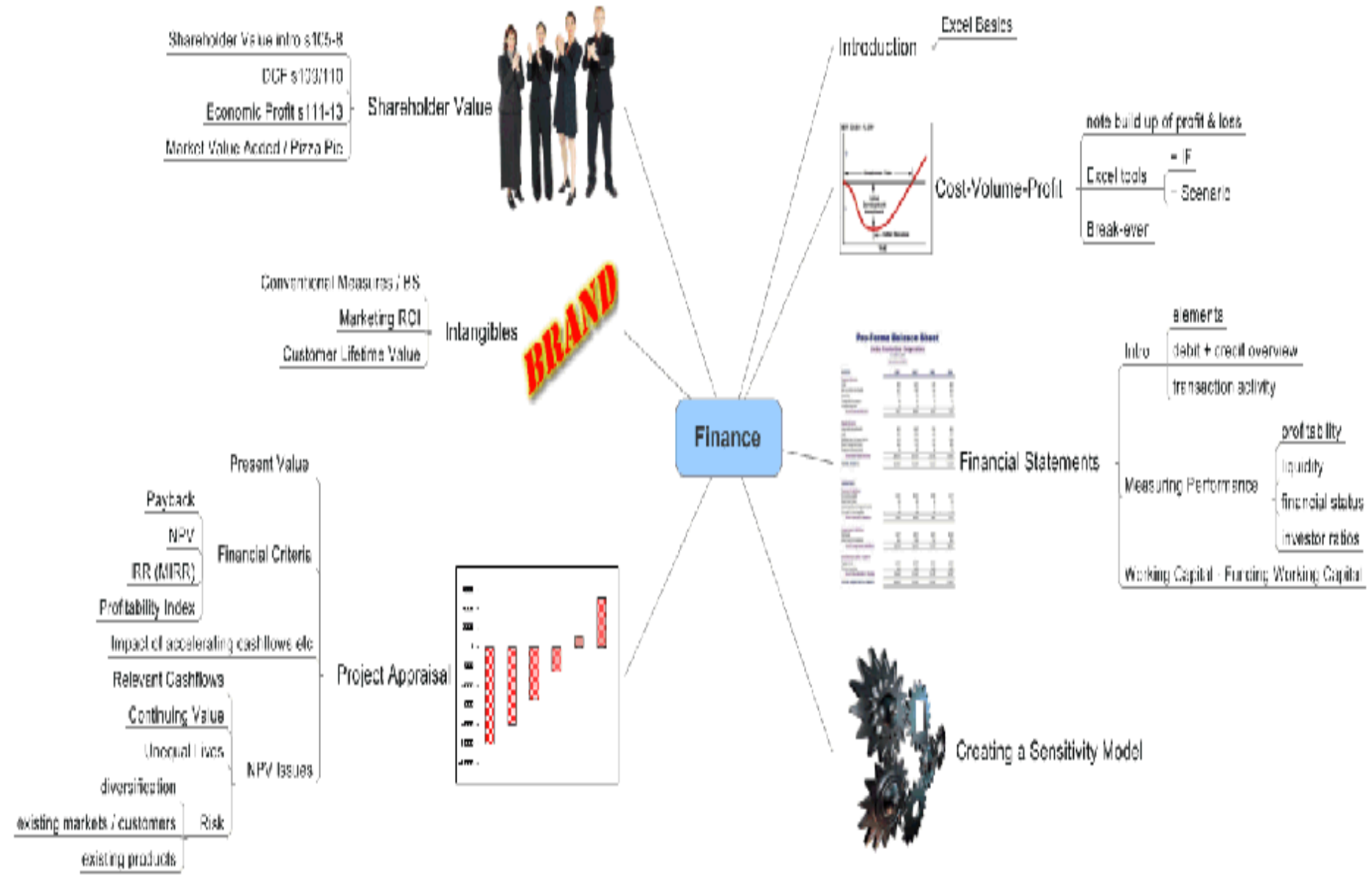
Finance for non-finance managers courses

Our courses are tailored to the needs of your organisation and the individual delegates. Senior and middle manager programmes are likely to cover topics in more depth and have a greater emphasis on strategic rather than day-to-day finance.

Course Content

- Financial statements
 - Profit and Loss
 - Balance Sheet
- The importance of cashflow
- Working capital, Fixed and Current Assets, Creditors and Debtors
- Introduction to the concept of Value Management
- Analysing Financial Performance (use and abuse of ratios):
 - profitability
 - financial status
 - financial management
 - resource management
- Performance Drivers and Intangibles – understanding the importance of non-financial factors on financial performance
- Value Management and economic profit – the real measures
- The role of the Balanced Scorecard in achieving financial targets
- Overview of Activity Based Costing
- Project Finance
 - payback period
 - discounted cashflow
 - risk analysis
- Business Planning, Budgeting, Forecasting

Each delegate receives a comprehensive workbook and CD containing Microsoft Excel examples and models.



Paul Taylor – Lead Facilitator

Qualifications & Memberships

- MA in law, Oxford University
- MBA, City University, London
- Member of the Chartered Institute of Marketing
- Member of the Institute of Management Consultancy
- Accredited facilitator on Ericsson Leadership programme

Career

- 15 years' experience as a consultant and trainer
- Marketing Manager, FTSE 100 company
- Managing Director of own import / export company

Experience

- accredited facilitator on the Ericsson global leadership programme, delivering in over 10 countries to 20 different nationalities over a five year period; development and delivery of two-day finance module for Ericsson managers and strategic marketing programme
- the design (including train-the-trainer workshops) and delivery of training programmes for ntl: Telewest / Virgin Media
- strategic management courses designed and delivered for Oxford University Press
- marketing communications and marketing effectiveness courses designed and delivered for Cisco
- four-day business management programme (customer focus, strategy, finance and business planning) designed and delivered for civil engineering firm May Gurney
- finance for non-finance managers and value-based marketing courses designed and delivered for Centrica
- consultancy and project management relating to the promotion of UK Online for Business and Best Practice initiatives for the dti
- lecturing on the Chartered Institute of Marketing postgraduate diploma course