

Finance for the Non-Financial

Finance is the empire of business, yet many people in business have not received the skills to understand the numbers. Financial fraud depends on a lack of financial awareness in sales and service staff, and with the global marketplace, drop-shipments, downsizing, and empowerment the vulnerability to fraud is increasing. Conversely, if you get your entire staff the skills to understand finance, you dramatically increase their ability to add profits to the bottom-line and ask the right questions.

By providing the basic skills of finance and accounting, you develop a superior team. Increased competition and tighter profit margins make it critical for companies to make full use of all sales and service opportunities. By increasing the financial awareness of your staff, you will increase their decision-making process as well as profits, giving you more resources to develop ecstatic customers.

Provide financial awareness to:

- Recognize problems before it's too late
- Build better budgets
- Plan for revenues and growth with greater precision
- Get bottom-line results
- Provide the numbers that strong management demands

The understanding that comes from understanding the basics of finance opens up a world of opportunities for your organization.

They will learn how to:

- Read, interpret, and analyze key financial statements and accounting reports
- Decode terminology to confidently talk numbers with anyone
- Increase strategic decision making skills
- Understand key financial ratios and measurements for a clear picture

Many of your managers earned their position by being experts in marketing, sales, production, distribution, human resources, and customer service. They weren't required to be good at the numbers outside their department. Studies have indicated the return-on-investment for finance knowledge is measurable improvement.

Everyone attending will learn powerful new ways to....

- 1. Evaluate their departmental activities with new insight.**
Understand the impact of decisions for a greater part of the organization.
- 2. Recognize potential budgetary issues in planning and implementation.**
Identify and address discrepancies between plans and implementation earlier.
- 3. Present arguments for changes tied to the numbers.**
Discuss decision foundations with upper management from a numbers perspective.



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