

BGP

Business Growth Programme

Cranfield
UNIVERSITY
School of Management

FINANCE FUNDAMENTALS

For Growing Businesses

Transforming
knowledge
into action

FINANCE FUNDAMENTALS FOR GROWING BUSINESS

For managers in growing businesses who need some familiarity with finance, particularly for those who have had no formal financial training.

This programme is delivered in a down to earth style and provides an essential introduction or refresher to the basics of financial management which are essential

to building a successful business. We cover the basic information you need to know and equip you with the knowledge (and language) to go and find it (or ask for it).

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The most valuable aspects of this programme are the KPI's, both financial and other aspects of the business. This is because I am moving further into working 'on' rather than 'in' the business.

MATTHEW REEVE

Co-Founder, Modern Networks



For more information, contact Sarah Brame

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What is the course about?

The fundamental concepts you need to understand if you're going to make consistently good financial decisions. The nature and drivers of business cash-flow and an explanation of the structure, content and uses of key accounting reports.

Who is it for?

Individual managers in growing businesses who need greater awareness of financial concepts.

What will I get out of it?

- An understanding of the structure and purpose of the key accounting reports, including cash flow, profit and loss statements and balance sheets.
- An understanding of the key drivers of business value.
- An understanding of the impact of my decisions on the business and how to make consistently better decisions in the future.



THE FOLLOWING TOPICS WILL BE EXPLORED DURING THIS ONE DAY PROGRAMME

MORNING SESSION

Where are we now?

- What is profit and how do you make sure you get one?
- The two basic principles of business success
- Elements of good financial decision-making.

A cash-flow based business model

- Why profit and cash are not synonymous
- How a growing business 'employs' cash
- Business cash-flow, step-by-step
- Meeting your liabilities as they fall due
- Proactive management
- Working capital with sector examples
- The danger of over-trading and how to avoid them.

How accounts work

- How will my financial decisions affect my P & L and Balance Sheet?
- Some basic accounting principles
- Exercise - understanding how accounts are put together
- Cash measures versus profit measures.

AFTERNOON SESSION

Finance Tools

- A few key ratios
- Choosing and using KPIs
- Analysing competitors.

Break-even and contribution for decision making

- Costs, profit and break-even
- Margins of safety
- The importance of 'contribution'
- Using contribution to make better pricing decisions

Questions & Answers



For more information, contact Sarah Brame

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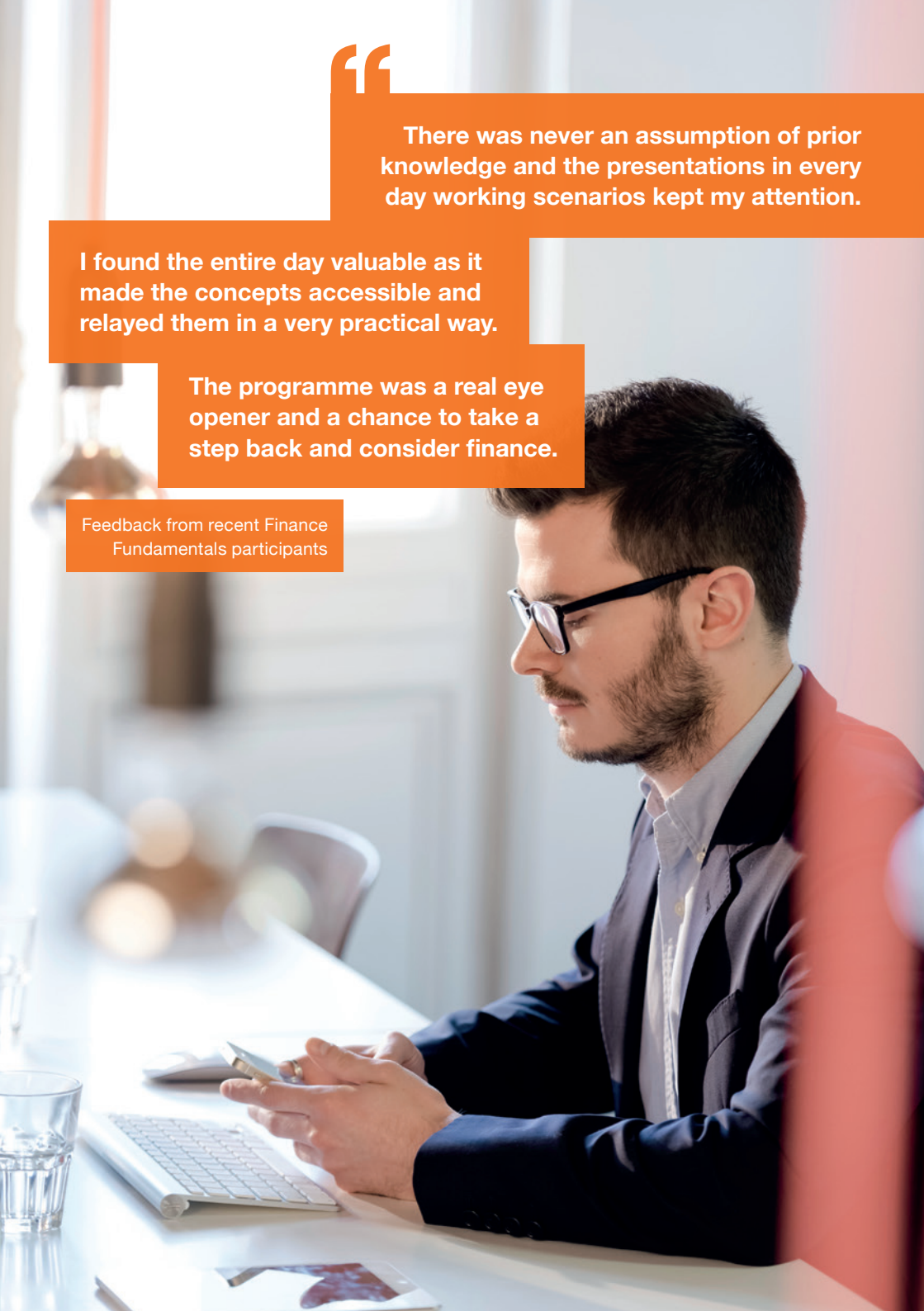
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There was never an assumption of prior knowledge and the presentations in every day working scenarios kept my attention.

I found the entire day valuable as it made the concepts accessible and relayed them in a very practical way.

The programme was a real eye opener and a chance to take a step back and consider finance.

Feedback from recent Finance
Fundamentals participants



PROGRAMME LEADER

ANDY HAWORTH

After gaining a degree in Economics, Andy worked in the bookmaking industry, notably becoming the man responsible for deciding the odds for Ladbrokes at major test and county cricket matches.



Following an MBA from Cranfield, Andy spent several years in consultancy, before starting Psychology and Finance at Work Limited - the business he now runs in partnership with his wife Jo, an Occupational Psychologist.

Andy has a strong background as an educator, teaching all aspects of financial and non-financial analysis. He has designed and runs a wide variety of training events, from basic finance for non-financial managers to foreign exchange for managers and advanced corporate finance programmes.

Much of Andy's work has been with banks in the field of credit, teaching lenders to analyse businesses and assess risk – including a range of sector analysis programmes covering construction, healthcare, retail and the licensed trade.

Andy is a co-founder and currently Finance Director of VillageBroadBand. com Limited, a “big society” venture set up to provide a wireless internet service to rural villages in Northamptonshire, where access to fixed line broadband is poor.



For more information, contact Sarah Brame
Tel: +44 (0)1234 754378 | Email: s.brame@cranfield.ac.uk

PROGRAMME DETAILS

COURSE DURATION:

1 day

FEE:

£650 plus VAT

DATES:

6 September 2016

FACULTY:

Andy Haworth,
Programme Leader

To book now, contact:

SARAH BRAME

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For more information, visit:

www.cranfield.ac.uk/som/ff

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Finance Fundamentals provides a user friendly introduction to the sometimes complex world of finance.

The course is delivered in a common sense style in plain English.

The key objective is to prepare you to make better financial decisions in the future.

ANDY HAWORTH

Programme Leader

YOUR CRANFIELD EXPERIENCE STARTS HERE

Other Programmes for Growing Businesses:

BUSINESS GROWTH PROGRAMME (BGP)

www.cranfield.ac.uk/som/bgp

For ambitious owner-managers who want to create a different and better future for their business and themselves.

ESSENTIAL MANAGEMENT

www.cranfield.ac.uk/som/em

Provides new and experienced managers in growing businesses with the toolkit of skills to become commercially focused, confident members of the senior team.

SALES ESSENTIALS

www.cranfield.ac.uk/som/growsales

For those responsible for building, managing and motivating a sales team in a growing business.

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