

Finance for Everyone

COURSE SPECIFICATIONS

Length& Type:	2 days - In-Person or Virtual (can be customized and broken down into 2 or 3 hours modules)
Audience:	Anyone. There are no pre-requisites.
Participants:	Up to 18



TheBestWorkplace.com

DESCRIPTION

If you have you ever asked yourself, 'What do these Finance people do all day except bother me about the budget?' or 'What the heck is EBITDA, SG & A, and why am I called a fixed cost?' We have those answers and more in this highly interactive program focusing on the key concepts that drive financial decisions and what CFO's worry about the most! We'll get to know the main financial instruments such as Balance Sheets and Income Statements as well as practicing how to budget and seeing the implications of financial decisions.

CONTENT

Module 1 - Finance and Accounting Overview

- A discussion of the main functions of the Finance area within a company.
- An introduction to basic financial statement terms which will be covered in depth in later modules.
- An understanding of the difference between the Finance and Accounting.
- An explanation of the duties of the various roles within the Finance and Accounting areas of a company. (CFO, CPA, Controller, Bookkeeper)

LEARNING OBJECTIVES

After completing this program, participants will be able to:

- ✔ Compare and contrast the functions within finance
- ✔ Understand the concepts that effect financial decisions
- ✔ Practice making decisions based on Financial Statements (Balance Sheets, Income Statements, etc.)
- ✔ Apply common Financial Analysis tools and methods
- ✔ Practice budgeting



Module 2 - Budgeting and Forecasting

- Budgeting and Forecasting will be defined and differentiated from each other.
- An overview of common Budgeting and Forecasting techniques.
- An understanding of practical applications of Budgets and Forecasts. Who uses these reports?

Module 3 - Basic Finance Ideas

- A discussion about the Time Value of Money and Net Present Value.
- An explanation of Risk vs. Reward and how is it applied in Finance.
- An understanding of Preference for Liquidity and why it's important.

Module 4 - Asset/Liability Management and the Balance Sheet

- A discussion of what an asset is and an overview of the most common corporate assets shown in the financials.
- A discussion of what a liability is and an overview of the most common corporate assets shown in the financials.
- An introduction to the Balance Sheet and its various sections.
- An understanding of what a CFO focuses on when reviewing a balance sheet and what are some key metrics used in analyzing it.

Module 5 - Financial Performance Over Time and the Income Statement

- An understanding of the different time elements of financial statements and how the Balance Sheet and Income Statement relate to each other.
- An introduction to the Income Statement and its various sections.
- Fixed vs Variable costs will be differentiated and an explanation of why they are separated on the Income statement will be provided.
- An explanation of key income statement concepts including depreciation, amortization, EBIT and EBITDA.
- An understanding of what a CFO focuses on when reviewing an income statement and what are some key metrics used in analyzing it.

Module 6 - The Least Understood Financial Statement – The Cash Flow Statement

- An introduction to the Cash Flow Statement and why it's important.
- An overview of the various sections of the Cash Flow Statement.
- An understanding of what a CFO looks for in a Cash Flow Statement.

Module 7- An Introduction to Business Valuation

- A discussion about the different types of corporate valuations and how they are used.
- An overview of the P/E Ratio.
- An understanding of different corporate buyers and their motivations.