

Corporate Profitability — Strategic Financial Management

Business Strategy must never lose sight of one clear goal: the financial health of the business. All too often the connection is not made with sufficient rigour and clarity, all too often because the links are not sufficiently understood. This workshop is designed to ensure that the fundamental tools of financial management are not only properly understood, but are also used to build and support the business strategy.

Who will this event benefit?

Designed for management teams wishing to appreciate the links between business strategy and financial performance, and who wish to ensure that their own business strategy is supported by a robust financial management process.

What will you gain?

As a result of attending this event, the team will:

- Understand the key concepts and tools of financial management:
- Profit and Loss Accounts, Balance Sheets, Cash Flow Management, Leveraging Working Capital, Budget Setting, Variance Analysis
- Identify how targets should be set for their business
- Understand how value can be created, and destroyed
- Appreciate the impact of their own actions on financial performance
- Recognise their responsibilities for improving financial performance
- Recognise the interdependence of the functions in the business value chain
- Appreciate the nature of cause and effect in real business transactions

What the programme involves:

Based on four, or six half-day modules, the programme is normally run over two or three consecutive days.

A business simulation is used to teach the concepts and tools. Delegates work in small teams running a live business in competition with the other teams, so ensuring a fast-paced, high-energy, interactive, and highly enjoyable learning experience. Experience has shown that it is the 'hands-on' nature of the event that leads to its high level of knowledge retention and practical application in the workplace.

Wherever possible, representatives from the client's business are involved to make formal inputs on specific aspects relevant to that client's own circumstances and challenges. This helps provide the basis for the identification of business improvement opportunities, and to facilitate the translation of learning into real world application.