

## Why train non-financial managers in finance?

### Adding Business Value





**Most managers do a very good job.....but**

**...**



**... they often don't see beyond their own role and restrict themselves to their own areas of responsibility.**

## From Individual Roles.....

*Sales managers* focus on sales target achievement

*Production managers* maximise production efficiency

*Quality managers* are concerned about products & customer satisfaction

*R&D managers* are involved in innovation and creativity

*Safety managers* ensure the wellbeing of employees & the environment

.....etcetera

.....to the big picture.



**Enabling managers to understand their role  
in creating added value.**

# Improving Business Performance



The objective of the training is to improve ***total*** business performance.

- Income Statement (P&L)
- The Balance Sheet
- Cash and Cash-flow
- Profit
- Profitability
- Risk & Return on Investment
- Value added levers