



UNDERSTANDING COMPANY ACCOUNTS

Course Description

Finance is all too often the key management skill that is ignored – at your peril. Often seen as someone else’s problem, in today’s increasingly “exploded” organisations managers nowadays find they need the financial language, skills and understanding – or else they simply don’t survive! This extremely practical finance for managers programme will guide delegates through the maze and give them the confidence to challenge accountants whenever they need to.

Target Audience

This course is extremely useful for any non-financial manager or technical expert in the insurance industry, including: claims managers, business development managers, underwriters, Brokers, risk managers.

Course Objectives

On completion of the course delegates will be able to:

- Understand the fundamental principles of score keeping and accounting
- Appreciate the business economics that drive all organisations, and analyse business performance
- Appreciate the role of financial management and future-looking financial decision-making

Course Format

This is a highly interactive course analysing current financial papers, and company accounts.

Course Content

- The difference between financial and management accounting – what are we measuring and why
- The uses and limitations of the three key documents - profit and loss account, balance sheet and cash flow statement
- How to perform financial analyses with selective use of key ratios
- How to read and understand the financial press and their measures
- What the pressures of capital markets can mean to a business’ financial performance
- An overview of the current major financial and accounting debates and issues
- How taxation (all types) affects a business
- The fundamentals of costs: fixed/variable, direct/indirect and break-even
- How to make better quality forward-looking financial decisions
- The practice of discounted cash flow and importance of properly controlled capital investment

Trainer **Stephen Brookson BSc ACA**

Stephen Brookson specialises in the provision of tailored finance training programmes. A psychology graduate, he qualified as a chartered accountant in 1980 with KPMG and, after a period at Grandmet plc, joined a leading organisation in the provision of training for chartered accountants in practice. During this time he gained extensive experience of writing, developing and presenting programmes on accountancy and finance. He then joined Ernst and Young for a number of years as a consultant, before establishing his own management and training consultancy business. He has developed, written and presented numerous seminars and training events in both the public and private sectors, in the UK and overseas.

Duration 1 day

Date **1st May 2014**

Time 9.30 am – 5.00 pm

Venue London Novotel Tower Bridge, EC3N 2NR

Fee **£295.00 +VAT** (including refreshments and buffet lunch)

In-House Fee **£1,850.00 +VAT** for up to 12 delegates

Bookings To reserve a place on this course please contact Tony Gregory
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