

BOTTOM LINE **IMPACT**

Non-Financial Managers

Fast Track

7-module course



Give Yourself That All-Important Edge

An observation...

I suspect there is a simple truth we need to acknowledge... If you have chosen to be in what is, ostensibly, a Non-Financial role, it's probably no accident.

It's likely...

- ★ You **DON'T** aspire to be an accountant.
- ★ You might not much care about **Finance** as a subject.
- ★ You maybe prefer working in a different field – Finance is not your 'thing'.

I get it! Yet we can all be good (even great) at something, without necessarily having a passion for it! See, here's the thing: Cracking Finance...

- ★ Will help you move **sticky** problems off both your to-do list and your desk.
- ★ Is, at some point, akin to a '**rite of passage**' to progress your career.
- ★ Can transform the value you can add and the impact you can make in your role. And these days, that counts for a lot.

And, when viewed through the lens of **real** businesses, not tedious textbook theory, you'll discover Finance is a completely different animal... one I believe you'll enjoy getting to know... and an investment that will repay you time and time again throughout your career.

“What if Finance is entirely new to me?”

With an understanding of how the basic financial mechanics inter-relate, you'll possess the mind-set and commercial acumen to start shaping the numbers that emerge.

You'll be adding a new string to your bow... Invaluable financial know-how with the power to catapult, not just the contribution you make, but also your career opportunities.

“What if I've attended Finance training before or studied it at college in the past?”

For You, this course will be VERY exciting... because Finance is more about what you can DO, less about what you KNOW. In short, we'll MULTIPLY the effectiveness of what you've already learned.

We'll teach you a more intuitive and insightful way to engage with Finance. An approach forged in real businesses, not textbooks, which will NEVER let you down.

In as little as just 2 days, this comprehensive, 7-module Non-Financial Managers 'Fast Track' course gives you unparalleled financial understanding and insight together with the commercial savvy to apply it to make a profound impact, whatever your role. If you're after the short-cut route to cracking Finance, you'll find it here, in a course designed to be the **ONLY** financial training you'll ever need.

Course Content



1. Your Pain-Free Profit & Loss Primer

Much more than a rigorous review of the P&L rudiments, you'll discover the simple steps that can turn a below-par Profit & Loss into an efficient and reliable profit-producing powerhouse.



- ✓ Profit & Loss vs Balance Sheet: What Each Tells You
- ✓ How To Make 'short work' Of Any Profit & Loss Report
- ✓ The Key Relationships: A Commercial Perspective
- ✓ P&L Benchmarks: Take Them to the Next Level
- ✓ Time to Rethink Your Approach To Profit & Loss

2. Your Balance Sheet 'Buster'

Often overlooked and widely misunderstood, this is the conduit between Profit & Cash and where the elusive key to cracking Finance is to be found. We shine a light on a business's 'financial design' so you can uncover any entity's true financial position.

- ✓ What's In A Balance Sheet: The Items & Their Values
- ✓ Its Format & Terminology (With A Twist)
- ✓ A Strong vs Weak Balance Sheet: The Tell-Tail Signs
- ✓ Why It's Time To View Wealth Differently
- ✓ What Are Your Entity's Key Financial Levers?



"An important perspective on all of our roles in terms of priority and focus. Loved it and would like follow-up sessions specific to growth."

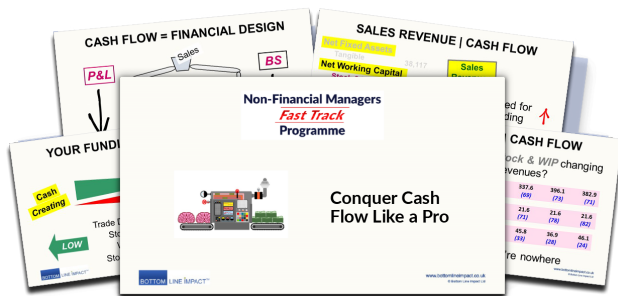
S Wilde, Marketing, Brabners LLP

"The content looked really practical on the website and it was in practice... even more so. Every session gave us new things we can and will apply in our business."

Couraud Ltd, London

3. Conquer Cash Flow Like A Pro

The cash an entity has in its bank is a product of the funding it needs versus the funding it has. By viewing cash flow in this form, we can map exactly how cash responds to changes in key variables to give us a unique, end-to-end understanding of what drives its behaviour.



- ✓ Fundamental Cash Flow Relationships
- ✓ How The Numbers Work: Our Template
- ✓ Sales Growth: Cash Impact
- ✓ Receivables: Cash Impact
- ✓ Profitability: Cash Impact
- ✓ Key Cash Flow Insights
- ✓ Cash Flow Statements

4. Establish if Ideas to Generate Revenues Have Legs

When thoughts turn to growing revenues, the rubber really hits the road where Sales & Marketing meets Finance. Against the backdrop of race-to-the-bottom pricing, we show you how to create a viable value proposition – one firmly grounded in the right numbers – to ensure any proposals you put forward are built on solid financial foundations.

- ✓ Your Sales Funnel: What's Not working?
- ✓ What A Viable 'Value Proposition' Looks Like
- ✓ Grounding The Rhetoric In Real Numbers
- ✓ Over-Capacity & Price Positioning
- ✓ Price vs Volume
- ✓ Revenue Growth: When It's The Wrong Answer



“Balance Sheets - quite incredible - clearly key to strategy yet for twenty years I'd only ever looked at the P&L.”

Marketing Store, London

“We did the training more than 6 months ago. My wife still carries round extracts of the notes in her handbag.”

G. Curtis Ltd, Dorchester

5. Create a Compelling Proposal to Spend Money

However irresistible an idea might seem, you need a bullet-proof business case to support it. Packed with foolproof formulas and a wealth of worked examples, this module gives you the tools and techniques to ensure any proposal of yours will stand up to scrutiny.

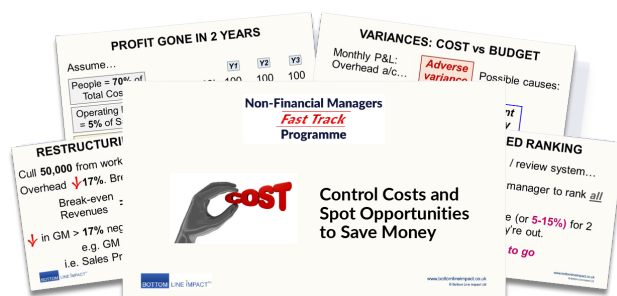


- ✓ How To Justify Spending More: The Key Formula
- ✓ Frightening Formula For Recruiting More People
- ✓ Revenue vs Capital Spend: Are We Missing The Point?
- ✓ Why Investments Go Wrong: Key Insights
- ✓ Discounted Cash Flow: The Basics, Pros & Cons

6. Control Costs & Spot Opportunities to Save Money

These days, cost control is key... everyone's talking about it. Here we highlight where cuts make sense and how to push back on them where they don't. Plus, tips & tricks to keep your organization's cost-base in check and why this sometimes goes awry.

- ✓ Key Formula For Cutting Costs: Start Here...
- ✓ How To Police Payroll Costs
- ✓ Where The Pros Look
- ✓ How to Build a Budget From Scratch
- ✓ Budgeting Failures: 5 Common Causes
- ✓ Fit-For-Purpose Cost Control: Key Components



7. Exploit & Leverage Your Entity's Financial Information

In this session we uncover a treasure-trove of profit and cash creating opportunities to fine-tune your organization's finances using information you already have to hand.



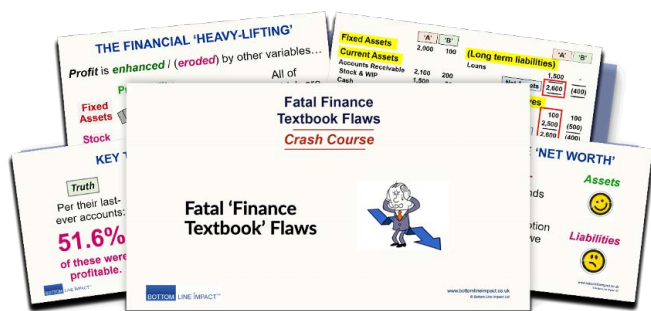
- ✓ P&L: Your Biggest Potential vs Greatest Vulnerability
- ✓ Great Ways to Utilise Your Accounting Information
- ✓ Hidden In Plain Sight: Two Often-Overlooked Opportunities

Bonuses

With your training you'll also be getting online access to...



Bonus #1



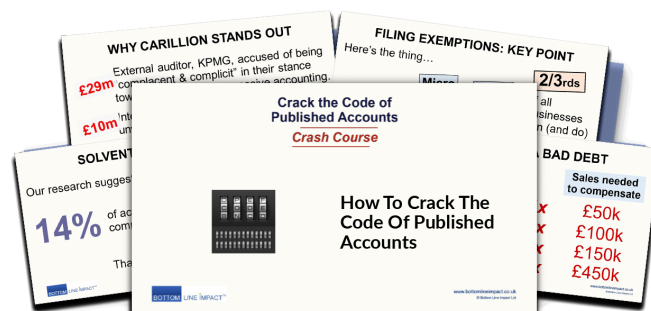
Fatal 'Finance Textbook' Flaws

While this textbook-led ideology has long been held out as accepted financial wisdom, astute accountants among our client-base have yet to be convinced.

Seeing Finance solely through the lens of key performance indicators will leave your organization's future leaders ill-equipped to deal with the financial dynamics at play.

- ✓ A Profitable Entity Can't Fail, Can it?
- ✓ Does Making A Loss Spell The End?
- ✓ Profit Creates Cash... Right?
- ✓ 'Net Worth'...What is it? And Is It Right To Maximize It?
- ✓ Do 'Liquidity Ratios' Rock?
- ✓ Do 'Return On...' Ratios Rule?
- ✓ Do 'Cash Flow' Ratios Count?
- ✓ Is 'Financial Gearing' Great?

Bonus #2



Crack the Code of Published Accounts

Your organization's future... even its very survival... is bound up with the continued existence of other businesses.

Be they key customers or pivotal players in your supply chain, at some point you'll be called on to gauge their financial standing.

Make no mistake, being able to get to grips with other companies' accounts is fast becoming an all but essential skill.

- ✓ Proof That Ignorance Carries A High Price
- ✓ Filing Exemptions: Implications & Dangers
- ✓ Larger Businesses: What Do You Focus On?
- ✓ Are There Lessons From Entities Last-Ever Accounts?
- ✓ Other Ways To Spot The Warning Signs
- ✓ Manipulation Unmasked

So Why Choose Us for Your Financial Training?

- ✓ We know the inside of a business, not just the inside of a classroom... Thus ensuring you make a bigger impact, **faster**.
- ✓ You'll get financial understanding you can act on and do things with (rather than content geared to passing an exam).
- ✓ Each course is delivered to individuals or a group of people from a single entity.*
- ✓ Presentations scaled to be easy to watch on mobile devices.**
- ✓ By avoiding the 'jack-of-all-trades' compromises implicit in open courses, we dedicate our time to what matters to you and your organization. (Nobody else's.)*
- ✓ This allows for conversations and questions specific to you and your organization, the nature of which is often such that they could not necessarily be comfortably raised in an open course setting.*

* Applies to live courses (in-person or virtual). ** Applies to online courses.

Choose from Our Flexible Course Options

| | Online | Hybrid | Live |
|--|----------|----------|----------|
| Duration of Live Training | n/a | 2 days* | 3 days* |
| Online course access | Lifetime | 6 months | 6 months |
| 'Ask a Question' post-course support | 5 months | 3 months | 3 months |
| Free access to our financial 'Power Tools' | 14 days | 14 days | 14 days |

* Can be delivered in person or virtually via Teams.

Hybrid

This combination of live training and self-directed online learning guarantees you'll not miss a trick. You can make our live training as interactive as you like, leaving you free to pick up with anything we don't get to, in your own time and at your own pace.

Live

By delivering the course over 3 days, this provides for a high degree of interactivity, while keeping the length of each day manageable. You also benefit from access to the online course to help you implement what we cover.

"Lenders told me I spoke with more authority about the numbers than most Finance Directors they dealt with."

FMG Scaffolding, London

"After just two hours I'd got the value I would have been pleased to have got from the whole two days. We had no idea we'd stumbled across something this good."

ESP Ltd, Reading

Course Prices

(In GBP excluding VAT)



Live Training

With more than one person attending, each additional person **saves 70% minimum** (versus the cost of the first delegate). And this scales up even more with **EVERY** additional person.



Delivered in person

What this means for you

| | 1 person* | 2 people* | 5 people* |
|------------------|-----------|-----------|-----------|
| Standard: 3 days | 2,995 | 3,894 | 6,230 |
| Hybrid: 2 days | 2,396 | 3,115 | 4,984 |

Example delegate numbers to show how you can take advantage of our 70% (minimum) discount to have your whole team benefit from this breakthrough approach to Finance. Or, as an individual, why not team up with a friend?

Prices applicable as at January 2026.

Please enquire about the availability of further discounts for larger groups and / or multiple sessions.

Delivered virtually



3 reasons to have your course delivered remotely...

- ✓ Benefit from everything you get in our face-to-face training plus greater flexibility and convenience.
- ✓ Sizeable savings versus our courses delivered in person.
- ✓ Plus further savings on travel, accommodation, subsistence and room hire too.

What this means for you

| | 1 person* | 2 people* | 5 people* |
|------------------|-----------|-----------|-----------|
| Standard: 3 days | 2,546 | 3,310 | 5,296 |
| Hybrid: 2 days | 2,037 | 2,648 | 4,236 |

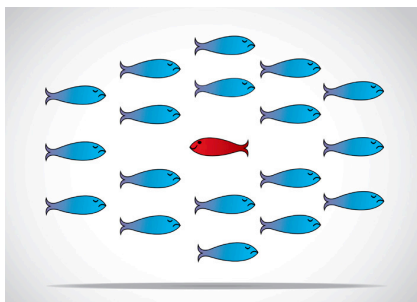
Prices applicable as at January 2026.

Delivered Online

 Prices as per the website.

How can we make this course more pertinent to you and your organization?

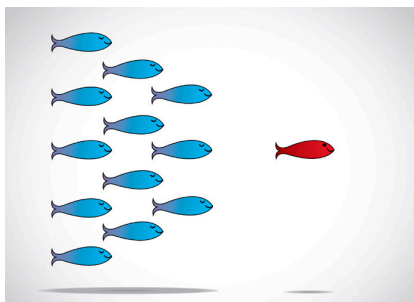
As it comes



All courses come complete with a wealth of worked examples and no end of 'learn-today, use-tomorrow' formulas and calculations you'll be itching to apply.

That said, the more we know about you and your organization, the better we can tailor our training to You.

Add your entity's figures



By opting to have us build your organization's numbers into our special calculations and templates, you'll see, what might be familiar figures, in a very different light.

Turnover

Up to £1m

£1m to £10m

Over £10m

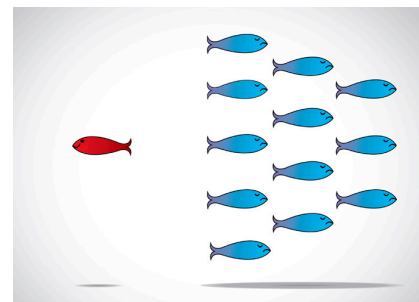
Add

£245

£295

£345

Further customise your course



Mix & Match: We'll happily look at taking content from our other courses to create a spec that fits your needs.

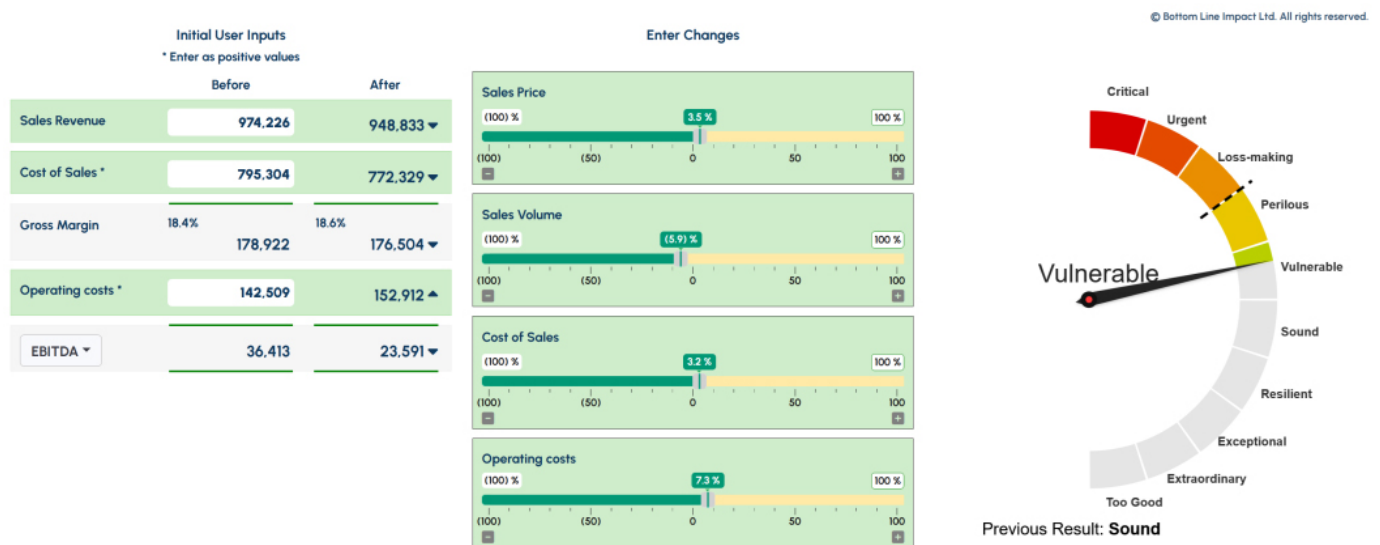
Tweak vs Bespoke: We can work with you to ensure the training reflects your sector, priorities or strategic plan.

Super Bonus

One-Of-A-Kind, Financial 'Power Tools'...

An array of purpose built, done-for-you, fill-in-the-blank and interactive slide-bar calculation templates designed to extract real value from your accounting data.

Simply input your organization's figures and these calculation tools will do the rest... giving you instant answers to common, financial dilemmas and the ability to take advantage of potentially game-changing opportunities.



Foresee the impact of things like...

- ✓ Changes in Sales & Costs on Profit (illustrated)
- ✓ Changes in price, volume & payment days on Cash for the business as a whole or an individual client, customer, supplier or vendor

- ✓ Assessing if an organization's balance sheet is getting stronger or weaker
- ✓ Changes in Sales mix on Profit
- ✓ Among a whole host of others...

In place of decisions based on gut instinct and guesswork, let these 'Power Tools' do the hard work for you. Using any ONE of these tools just ONCE could see you recoup your entire investment in this course... potentially many times over.

With its intuitive, simple-to-use interface, you can save scenarios you create, tweak existing ones and track others' compliance with any revised terms.

All of our key tools allow for the requisite data to be pulled directly from your accounting software (if supported).

Access to your accounting data is 'read only'. Your accounting records remain entirely untouched. Plus, this online platform employs 256-bit encryption and other advanced security measures throughout, to ensure the highest level of privacy and confidentiality, for added peace of mind. For full details, see our Data Security Policy



And you get an initial 14 days free access with the option to extend this in due course.

Logistics



Where is the training held?

No longer do you need to compromise on something so important based on what's available on your doorstep.

In person: For cases where the ability to bounce ideas across the table is a priority. We come to you, wherever you are – office or venue of your choice (even homes sometimes). Our needs are few... little more than basic furniture, power, blank wall and/or TV. Travel and any accommodation will be additional costs.

Virtual: An ideal option for teams working remotely, which avoids the time and expense of travel and accommodation.

When is the training held?

By virtue of training individuals (1-to-1) or a group of people from a single organization, you have complete flexibility on dates... invaluable when you need to coordinate a number of people's diaries.

For courses comprising more than one day, these do not need to be back-to-back. It's whatever works best for you.

And if you simply cannot take time out of the working week, we can hold a training day on a weekend (£150 additional charge). Clearly not an option with universal appeal but, in the past, it has served to make the training interruption-free.

Trainer Profile: Colin Fittall FCA



Having worked alongside one of the foremost experts in the field for some 13 years, Colin has an unrivalled depth of understanding about financial relationships and the outcomes these give rise to.

His approach to Finance goes beyond mere definitions and principles, to address the financial imperatives and, often sobering, commercial realities facing businesses today.

He's featured on Radio 4's 'In Business' in a programme dedicated to surviving tough times and has been operating in the financial training space and leading SME turnarounds for 20+ years.

With a practical ethos, this engaging and down-to-earth approach empowers all those for whom financial responsibilities now form an integral part of their role.

What to do next?

To book or find out more please find our telephone and email below.

If we are unavailable at any time, we make every effort to respond to voicemail messages and emails the same day or at the latest within 24 hours.

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