



**British Training**

**Strategic Accounting Essentials for Non-Finance Managers Guiding  
Business Decisions Training Course**

**#FB7175**

# **Strategic Accounting Essentials for Non-Finance Managers Guiding Business Decisions Training Course**

## **Introduction:**

Navigating financial insights is critical for leaders who shape organizational success, even without formal finance backgrounds. The British Training Center presents this specialized program to empower non-finance managers with the strategic accounting tools needed to drive informed decisions. Through a blend of theory and real-world applications, participants will bridge the gap between financial data and actionable business strategies, ensuring alignment with organizational goals.

## **Training Objectives and Impact:**

### **By the end of this program, participants will be able to:**

- Interpret key financial statements to assess organizational performance.
- Analyze cost structures and profitability drivers for operational efficiency.
- Apply budgeting and forecasting techniques to align resources with strategic goals.
- Evaluate financial risks and opportunities to support sustainable growth.
- Use accounting metrics to measure ROI and prioritize initiatives.
- Align departmental decisions with broader financial strategies.
- Communicate financial insights effectively to stakeholders.
- Integrate ethical considerations into financial decision-making.

## **Targeted Competencies and Skills:**

- Financial statement analysis.
- Strategic cost management.
- Budget development and oversight.
- Risk assessment and mitigation.
- Data-driven decision-making.
- Cross-functional financial communication.

## **Target Audience:**

### **This program is tailored for:**

- Non-finance managers and team leaders.
- Project managers overseeing budget-driven initiatives.
- Entrepreneurs and startup founders.
- Senior executives involved in strategic planning.
- Professionals transitioning to leadership roles.

## **Course Content:**

### **Unit One - Foundations of Financial Statements:**

- Overview of balance sheets, income statements, and cash flow statements.
- Key accounting principles and terminology simplified for non-finance professionals.
- Linking financial data to business operations and strategy.
- Identifying red flags in financial reports.
- Case study: Analyzing a real-world financial statement.

### **Unit Two - Cost Analysis and Profitability Management:**

- Fixed vs. variable costs and their impact on decision-making.
- Break-even analysis for pricing and production strategies.
- Activity-Based Costing (ABC) for resource allocation.
- Identifying cost drivers to enhance profitability.
- Workshop: Simulating cost reduction scenarios.

### **Unit Three - Budgeting and Forecasting for Strategic Alignment:**

- Creating operational and capital budgets.
- Zero-based vs. incremental budgeting approaches.
- Forecasting revenue and expenses under uncertainty.
- Aligning budgets with organizational KPIs.
- Scenario planning for dynamic market conditions.

### **Unit Four - Financial Decision-Making and Risk Management:**

- Evaluating ROI for projects and investments.
- Tools for assessing financial risks (e.g., sensitivity analysis).
- Balancing short-term gains with long-term sustainability.
- Leveraging financial ratios to monitor performance.
- Group exercise: Prioritizing initiatives using financial metrics.

### **Unit Five - Communicating Financial Insights Ethically:**

- Translating financial data into actionable insights for non-finance teams.
- Ethical dilemmas in financial reporting and decision-making.
- Building persuasive financial narratives for stakeholders.
- Role-play: Presenting financial recommendations to executives.
- Developing a personal action plan for post-training implementation.