



British Training

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

#FB7175

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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.