

Knowing the Business: Business Acumen and Finance for the Non-Financial Professional

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During this interactive and engaging one-day session, you will be provided essential knowledge regarding company financial matters, as well as practical definitions of terminology and concepts. We'll explore business finance in general and your company's finance in particular. We'll define the manager's role with regard to the company's financial results, and we'll explore ways he or she can influence revenue, costs, and company performance.



After the session, the participants will be able to:

- Read and analyze fundamental financial statements of the business – Income Statement, Balance Sheet, and Statements of Cash Flows
- Fluently identify the relevant meanings of company key financial terms, ratios, and business strategies most relevant to their company
- Connect their jobs to these financial scorecards in order to drive results
- Apply sound business thinking with regard to strategy, circulation of capital, price & volume strategies, market differentiation, capital efficiency, and related concepts
- Differentiate between different accounting regimes (GAAP, Tax, IFRS, etc.) and how they influence management decision making
- Commit to specific actions to follow through on their learning

Agenda Topics

1. Revenue, costs, and profits – The Income Statement
2. The Assets and Who Owns Them – The Balance Sheet
3. We Need More Money Coming In Than Going Out – The Statement of Cash Flows
4. Management Scorecards – How These Statements Work Together To Inform Management
5. The Circuit of Capital
6. Accounting Regimes – GAAP, Tax, IFRS, and Why They Matter To Decisions
7. Common Business and Financial Terms – Fluency Exercises

Learning Approach

The participants will be engaged in real-life cases and examples all through the seminar. We'll use interactive exercises, discussions, presentations, and group projects to provide lots of interaction, relevance, and meaning. We'll also make a special effort to connect the content to the participants' jobs, and encourage them to take their learning with them.