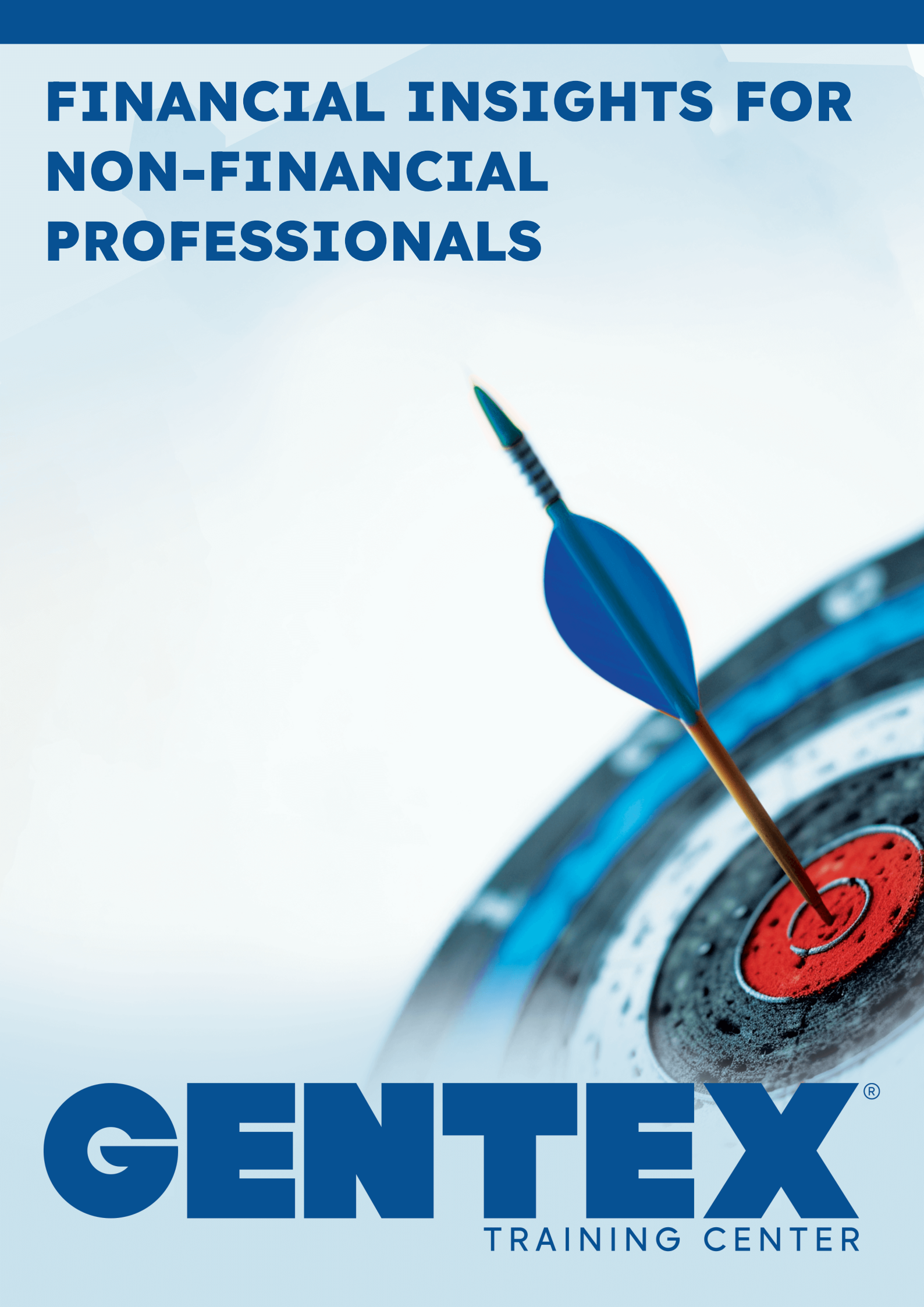
FINANCIAL INSIGHTS FOR NON-FINANCIAL PROFESSIONALS



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TRAINING CENTER

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Introduction

Financial Insights for Non-Financial Professionals Training Course builds the financial understanding that specialists outside finance need to read reports, question numbers, and contribute to financial decisions. Non-financial professionals receive financial information constantly: budgets, cost reports, investment proposals, and performance dashboards. Without the ability to interpret them, decisions default to whoever controls the numbers. This course develops the insight that changes that. It covers financial statements, costing, and budgeting. Furthermore, it applies ratio analysis, pricing, and profitability review. In addition, it develops investment appraisal, cash awareness, and financial communication. As a result, participants read financial information with confidence and use it in their own decisions.

Financial Insights for Non-Financial Professionals Course Objectives

- Interpret the three primary financial statements clearly.
- Apply key ratios to assess profitability, liquidity, and efficiency.
- Explain cost behaviour: fixed, variable, direct, and indirect costs.
- Apply contribution analysis and break-even calculation.
- Read budgets and explain cost and revenue variances.
- Assess product, customer, and segment profitability.
- Understand pricing decisions and margin implications.
- Apply investment appraisal using NPV, IRR, and payback.
- Recognise cash flow drivers and working capital effects.
- Communicate financial findings to finance and management.

Course Methodology

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- Interactive lectures with cross-functional business cases.
- Financial statement and ratio interpretation workshops.
- Costing, break-even, and pricing exercises.
- Investment appraisal and financial communication practice.
- Structured peer review with facilitator feedback on analysis notes.

Who Should Take This Course

- Managers and specialists outside finance.
- Operations, sales, marketing, and HR professionals.
- Engineers, IT, and project team members.
- Procurement and supply chain staff.
- Small business owners and entrepreneurs.
- Anyone needing financial insight for decisions.

Financial Insights for Non-Financial Professionals Course Outlines

Day 1: Reading Financial Statements

- Purpose and users of financial information.
- Balance sheet: assets, liabilities, and equity explained simply.
- Income statement: revenue, cost, and profit layers.
- Cash flow statement: operating, investing, and financing.
- Statement interconnection and what each reveals.
- Accounting terminology translated into plain language.
- Case study: reading a company's statements for business insight.

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Day 2: Ratios, Trends, and Business Performance

- Profitability ratios: gross, operating, and net margin.
- Return on assets, equity, and capital employed.
- Liquidity ratios: current, quick, and cash ratios.
- Efficiency ratios: receivable, payable, and inventory days.
- Gearing and interest cover assessment.
- Trend, common-size, and peer comparison methods.
- Workshop: calculating and interpreting key financial ratios.

Day 3: Costs, Margins, and Pricing Insight

- Fixed, variable, direct, and indirect cost classification.
- Contribution margin and contribution analysis.
- Break-even point and margin of safety.
- Cost-to-serve and customer profitability analysis.
- Product and segment margin analysis.
- Pricing decisions and discount impact on margin.
- Workshop: building a contribution and break-even model.

Day 4: Budgets, Variances, and Investment Decisions

- Budget purpose, cycle, and departmental responsibilities.
- Reading and interpreting budget reports.
- Variance analysis: price, volume, and mix effects.
- Investment appraisal: NPV, IRR, and payback basics.
- Working capital, cash flow, and funding awareness.

- Cost control and efficiency opportunity identification.
- Workshop: appraising a business investment proposal.

Day 5: Financial Communication and Decision Support

- Interpreting financial performance trends for action.
- Key performance indicators for business units.
- Financial questions that test reported numbers.
- Presenting financial findings to mixed audiences.
- Building business cases with financial reasoning.
- Forecasting basics for departmental planning.
- Course review, assessment, and action planning.

Conclusion

By successfully completing Financial Insights for Non-Financial Professionals, participants will gain a thorough understanding of financial statements, ratios and business performance, costs, margins and pricing insight, budgets, variances and investment decisions, and financial communication and decision support. They will also acquire practical skills in financial statement interpretation and ratio analysis, cost behaviour, contribution and break-even analysis, budgeting, variance interpretation and pricing insight, and investment appraisal, cash awareness and financial communication. In addition, the course prepares them to use financial information confidently in their own decisions. Gentex Training Center delivers this programme with a strong focus on practical financial insight and confident cross-functional decision-making.

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FAQs for Financial Insights for Non-Financial Professionals course

Q1 What is the "Financial Insights for Non-Financial Professionals" course about?

It is a five-day programme on reading and using financial information from outside finance. It covers financial statements, ratios and business performance, costs, margins and pricing, budgets, variances and investment decisions, and financial communication and decision support.

Q2 What are the key benefits of the "Financial Insights for Non-Financial Professionals" course?

Participants read financial information with confidence instead of relying on others to interpret it. The course improves statement interpretation, sharpens ratio and trend reading, strengthens cost, margin and pricing reasoning, improves budget and variance understanding, and raises investment appraisal and financial communication quality.

Q3 What skills will I gain from the "Financial Insights for Non-Financial Professionals" course?

Participants gain financial statement interpretation and ratio analysis, cost behaviour, contribution and break-even analysis, budgeting, variance interpretation and pricing insight, and investment appraisal, cash awareness and financial communication. These four skills cover the practical core of financial insight for non-financial professionals.

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Q4 What tools, methods, or standards are covered in the "Financial Insights for Non-Financial Professionals" course?

The course covers balance sheet, income statement and cash flow statement structure, statement interconnection and interpretation, gross, operating and net margin analysis, return on assets, equity and capital employed, current, quick and cash ratios, receivable, payable and inventory days, gearing and interest cover, trend, common-size and peer comparison, fixed, variable, direct and indirect cost classification, contribution margin analysis, break-even point and margin of safety, cost-to-serve and customer profitability analysis, product and segment margin analysis, pricing and discount impact assessment, budget cycle and departmental budgeting, cost, price and volume variance analysis, Net Present Value, internal rate of return and payback analysis, working capital and cash flow awareness, cost control opportunity identification, key performance indicator selection, financial questioning techniques, business case construction, and forecasting basics for departmental planning.

Q5 How is the "Financial Insights for Non-Financial Professionals" course applied in real-world practice?

Participants apply the methods to their own departmental situations. They read financial statements and identify what each reveals, calculate and interpret key ratios, run trend and common-size comparisons, classify costs and build contribution models, compute break-even points, analyse customer and product margins, assess pricing and discount impact, read budget reports and explain price, volume and mix variances, appraise investment proposals with NPV and IRR, review working capital and cash drivers, select business unit KPIs, ask financial questions that test reported numbers, and build business cases with financial reasoning. Many leave with a ratio analysis template, a contribution and break-even model, and a business case structure ready to use.

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