

Your workshop presenters

Catherine Metcalfe BSc FCCA

Catherine has designed and presented in-house financial awareness training on behalf of several major companies. She has gained experience in the accounting profession, with PricewaterhouseCoopers, in the City and in publishing and computer manufacture. She has spent a number of years as Senior Lecturer at Oxford Brookes University, teaching and managing parts of its MBA and MSc Finance.



Ian Metcalfe BSc ACA ACT

Ian has gained twenty five years' experience as a financial director. He has considerable experience of presenting financial information for all levels, of buying and selling companies and lists, and in developing commercial awareness throughout companies. Ian's background is in publishing, paper and engineering. He has been first national prize-winner in the examinations of the Association of Corporate Treasurers.



Money Workshops for Business offers down-to-earth, practical, in-company learning and development. Your managers and staff will see clearly what their day-to-day commercial decisions are doing to profits and to cash.

The workshops are ideal to support teams, for example sales teams, marketing, production and customer service.

Designed to be interactive and participative, the workshops are supported by practical examples, problem-solving and real-life case studies throughout.

For more information, call us now
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**“Why can't they see what their decisions
are doing to the bottom line ?”**

Managing Director

**“If only they'd shown us the bigger
picture, we might have done things
differently”.**

Sales team



**Money workshops for
business**

Using financial techniques to
build commercial
understanding.

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How are your business decisions hitting the bottom line? (one day)

This workshop enables you to understand the impact of commercial decisions that you face every day.

You will see how to calculate profit for your product, your division and your company, seeing how it all fits together.

You will consider commercial issues facing both your company and your industry.

You will work on practical case studies to see how commercial decisions can help or hurt profits. These could include:-

Setting the price point;
Offering customer discounts;
Deciding how much credit to give and how much to take;
Determining sales volumes;
Setting customer order sizes;
Making low margin "special" sales;
Deciding on product specification;
Setting production quantity;
Determining inventory levels;
Spending on overhead such as marketing, promotion and distribution;
Deciding which currencies to use.

You will prepare a **product cash flow**, seeing how business decisions can change the length of time that money is tied up in longer-term projects.

Workshops are participative and interactive. You will be able to prepare worked examples and to participate in quizzes and presentations. .

We can tailor the programme content to support your company.

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Where's the cash inside your company? (one day)

Do you know:-

How long it takes to get paid from when the customer first makes an enquiry?
Your company's bad debt percentage?
What happens to cash when you buy and sell at different times of the month?
Just how much it really costs to raise money from outside of your company?

Freeing tied-up cash is vital for businesses that need to grow and decisions affecting it happen in every part of your company.

In this workshop you will:-

Prepare detailed cash flow forecasts for your products and your company.

Prepare a cash flow forecast for a long-term project, seeing how long it takes to cover the initial investment;

Create a cash time-line for your business, add to it the commercial decisions you are taking along the line and see whether the time line is getting shorter...or longer!

These decisions could include:-

Entering new markets;
Taking on new customers;
Offering extended credit terms;
Building inventory;
Developing new product;
Negotiating payment terms with suppliers;
Buying and selling at different times of the month;
Buying a new business;
Investing in assets and in brands.

Find out new ways to shorten the time line between receiving the customer order and collecting the cash.

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The senior manager's financial toolkit (two days)

These workshops support managers who have, or who expect to gain, responsibility for developing business units.

Mastering financial information

Where does financial information come from?
Understanding published financial statements.

Analysing financial information.
Review of competitors' performance.
Reviewing industry trends.

Keeping hold of the cash

Minimising the time line between commissioning a title and collecting the cash can be critical to commercial success. In this workshop you will build a cash time line for a major business project, add to it the decisions which could be taken along the line, and see whether the line is getting shorter... or longer!

Buying and selling business units

Why are businesses bought and sold?
How do you calculate the price?

Review of the steps in a business acquisition and sale.
Case study: you will examine a business unit as buyer, establish what information you need and negotiate a price.

Preparing budgets and forecasts in publishing

Where does the information to prepare budgets and forecasts come from?

Preparing a budget. Measuring actual performance against budget.

Building short, medium term and strategic forecasts.
Building in risk.
Case study.

Workshops can be presented as a two day course, two one day courses or four separate half day modules. We can customise the material to support your company.

You will work with published information, practical case studies and scenarios throughout..

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