

Learn. Internalize. Apply



FINANCE FOR NON-FINANCE DIRECTORS, MANAGERS & PROFESSIONALS

DATE: 29TH AUGUST – 2ND SEPTEMBER 2022

VENUE: WESTON HOTEL, NAIROBI

COST: KSHS 92,500 EXCLUDING VAT PER PERSON

NITA REGISTERED: NITA/TRN/916

INTRODUCTION

Finance for non-finance professionals training is essential for individual non-finance Managers, directors and professionals to have a working knowledge of finance. All non-finance Managers, directors and professionals play key beneficial roles in an organizations' financial health, whether they realize it or not. A professional without training or a background in finance may be at a disadvantage in anticipating the impact of his or her decisions and actions on the Organization's bottom-line. Understanding the cycle of finance will help a non-financial professional to understand the big picture of the Organization's operations. In today's dynamic business environment, executives require a practical, working knowledge of accounting, auditing, tax and corporate finance to make informed business decisions.

This comprehensive five-day program is hands-on, transformative and business-oriented. It provides a solid appreciation of best-practice corporate financial management and demystifies the language of business – accounting and finance. Upon completion of this valuable seminar, participants will understand how finance experts analyze, evaluate and make financial decisions, and will possess a real understanding of how they can contribute to the creation of significant value and attainment of strategic Organizational goals.

OBJECTIVES

At the end of this seminar, participants will be able to:

- ✓ To provide a clear insight into the fundament of finance and explain procedures.
- ✓ Understand the implications of finance on various corporate activities
- ✓ Understand and analyse financial statements
Be in a better position to discuss relevant financial issues with finance managers/stakeholders in their organisation
- ✓ Understand the impact of various decisions on a company's performance
- ✓ Get practical insights and gain swift appreciation of the fundamentals of finance and accounting.
- ✓ Understand the relevance and application of PFM ACT 2013

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BENEFITS TO PARTICIPANTS

After this Finance for Non-Finance Executive course, participants will benefit as follows:

- ✓ Work as team with finance staff to foster financial control
- ✓ Minimize audit queries that pop up at the end of each financial year
- ✓ Become familiar with the financial link and interplay of Statement of financial position, Statement of comprehensive income and Cash flow statement
- ✓ Realize the importance of cash and profit and the links to the organization's strategies and tactics.
- ✓ Be Able to interpret financial statements to determine where management attention should be directed
- ✓ Understand the most important financial ratios and trends and determine actions, which will improve financial performance.
- ✓ Assess the financial performance and health of the organization and generate options for improving financial performance.
- ✓ Understand the budgeting process and forecasting techniques and manage own budget, inventory and petty cash.
- ✓ Enhance their decision-making skills by integrating financial management concepts.
- ✓ Control the flow of money through their departments.
- ✓ Identify the important financial principles of business development.
- ✓ Determine from set options, financial strategies and their impact.
- ✓ Improve communication and stronger working relationships between finance and non-finance departments.
- ✓ Acquire practical tools in assessing operations' performance in relation to resources used.

BENEFITS TO THE ORGANIZATION

Training is an investment in the future of your organization and her employees and the return on investment is immediate. Building skills and improving financial literacy among non-finance Executives helps your organization to tackle challenges posed by external environment and improve decision-making by non-finance professionals. There is this ancient Chinese proverb that says: *"Give a man a fish and you feed him for a day. Teach a man to catch fish and you feed him for a lifetime."* Improving the financial bottom line of an organization is part of every professional's role. The benefits of this training to your organization will include:

- ✓ Participants will understand how to measure results of the operations, manage cash, evaluate return on investment and create value will inform the decision-making process and allow your organization to truly optimize resources and create sustainable value.

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- ✓ Participants will work as team with the accountants to ensure that financial procedures, policies and controls are followed
- ✓ Participants will adhere to the requirements of financial regulations.
- ✓ There will be improved financial management and better utilization of resources.
- ✓ Improved communication and Team work between non-finance professionals and the finance staff leading to faster decision making.
- ✓ Reduced audit queries from internal and external auditors.

UNIQUE ADD-ON BENEFITS TO YOUR ORGANIZATION

DGMB will provide the following additional benefits to your organization:

- (i) DGMB will email content containing training materials to your organization which will serve as a reference material to current and future staff.
- (ii) DGMB will issue certificates of participation to each participant
- (iii) DGMB will provide a group photo to your organization.
- (iv) DGMB will submit a training report that will inform management of your organization on the outcomes of training and provide recommendations on areas that require further training

6.0 TARGET GROUP

This training is suitable for non-financial Professionals and anyone who wants to develop their knowledge of financial practices to improve their professional skills. This course is tailor-made to suit:

- ✓ Non Finance Executives
- ✓ Department Heads
- ✓ Branch Managers
- ✓ to grow to highest position in the organisation
- ✓ Team Leaders
- ✓ Employees aspiring

OUR TRAINING METHODOLOGY

At DGMB, we have spent a couple of years developing and refining our training approach. Our proposed training methodology is laid out below. Our team of facilitators will adopt a practical and experimental approach. This will include supervised micro-training sessions and feedback provided. In addition, our consultants conduct supervised group discussions, exercises and role plays. The training approach is based on the principles of adult learning. Our methodology has several features that will ensure you experience a robust and relevant program; one that strengthens team dynamics and helps our clients deliver improved results. Some of the highlights of our unique approach are:

- **Reduced Emphasis on Formal Training**

We base our course designs on the 70:20:10 paradigms. Research indicates that about 70%

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of what adults learn is through on-the-job experience, 20% through social learning, and 10% through formal training. We present information in ways that engage participants and generate plenty of discussion and sharing of experiences. We also provide individual and group assignments that encourage participants to integrate new concepts into their daily work.

- ***Practical and Relevant Content***

In assessing and designing course offerings, we remember Hermann Ebbinghaus' famous 'forgetting curve' that shows we forget 50% of learned material within one hour unless it is put into practice. Our needs analysis and instructional design practices produce engaging, real-world learning materials, customized so that participants relate fully with the content.

- ***Employing the Wisdom of Renowned Management Thinkers***

We employ the wisdom of renowned academics and authors on business and management like Henry Mintzberg who believes that:

- ✓ management should emphasize teamwork, rather than rely on heroic individualism
- ✓ effective staff are reflective in the context of taking action
- ✓ management development works best as social learning in small groups

- ***Research-supported Methods***

Our training delivery is always informed by research on adult learning principles and by our experience as organizational development consultants, instructional designers and facilitators. Consequently, we include plenty of opportunities for learners to apply key concepts, using scenarios and simulations, personal action plans, accountability partners, and other techniques. These methods ensure participants retain what they have learned, apply what they have learned quickly, refine their approach, and internalize learning for long-term use.

- ***Uncommon Focus***

Few training firms follow good design principles consistently because it takes time, sustained focus and clarity. Compared to other strategies and methodologies, DGMB Finance for Non-Finance professionals training will:

- ✓ Help you build strong internal communities
- ✓ Help staff learn more rapidly
- ✓ Build in lasting change through reflection

PROPOSED WORK PLAN

Our proposed work plan is laid out below. Our work plan has been intelligently designed to ensure achievement of the objectives of the training exercise. Given the expectations of your organization, our team of facilitators will adopt a practical and experiential approach. The training day will consist of Three (3) sessions of two (2) hours each and will be co-facilitated by 2 experts for the five days.

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COURSE DURATION

The course duration is **five (5)** days that will run as per our proposed 5-day training programme. The length of the training is adequate to cover the entire course as shown in the timetable and course programme below. Over the duration of the training, participants will "**Learn financial jargon, different financial statements and how to interpret them and requirements of International Financial Reporting Standards**".

COURSE CONTENT AND TIMETABLE

Find below the proposed content for this training:

DAY ONE	
8:00 am – 9:00 am	Arrival, Registration and Climate Setting
9:00 am – 10:30 am	Overview of and Introduction to Financial Management
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Key Principles and Concepts of Finance and finance management <ul style="list-style-type: none"> ✓ Why is finance management important for organisations? ✓ Finance terminologies that are important ✓ The principles and building blocks of financial management ✓ Accountability areas to consider in Financial Management
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Overview of IFRS, IPSAS, Constitution of Kenya and Public Finance Management Act <ul style="list-style-type: none"> ✓ Key Provisions of Constitution ✓ Public Finance Management Act ✓ Understanding IPSAS;
4:00 pm – 4:35 pm	Coffee/Tea, Wrap Up & End of Day One
DAY TWO	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Understanding the Financial Statements and Reports <ul style="list-style-type: none"> ✓ Importance of Assets, liabilities, income and expenditure ✓ The Profit & Loss account; the Balance Sheet
10:30 am – 11:00 am	Mid-Morning Break and Refreshments
11:00 am – 1:00 pm	Understanding the Financial Statements and Reports <ul style="list-style-type: none"> ✓ statement of financial position ✓ Cash flow Statement
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Key Financial Ratios

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	<ul style="list-style-type: none"> ✓ Profitability ratios ✓ Return on Capital ✓ Capital Turnover ✓ Working Capital
4:00 pm – 4:35 pm	Coffee/Tea, Wrap Up & End of Day Two
DAY THREE	
8:00 am – 8.30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Key Financial Ratios <ul style="list-style-type: none"> ✓ Current Ratios ✓ Debtors Ratio ✓ How the ratios are important in business health? ✓ Business Trends
10:30 am –11:00 am	Mid-Morning Break and Refreshments
11:00 am – 1:00 pm	Budgeting, Costing & Planning <ul style="list-style-type: none"> ✓ Planning a budget. ✓ Monitoring and controlling a budget. ✓ Plans against actual. ✓ Variance analysis ✓ Costing Methodologies.
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4.00 pm	Finance in the Business <ul style="list-style-type: none"> ✓ The business cycle, planning, target setting, measurements. ✓ The importance of the year-end activities: accruals and reserves. ✓ The importance of Expense Control
4:00 pm – 4:35 pm	Way Forward, Wrap Up & End of Day Three
DAY FOUR	
8:00 am – 8.30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Strategic Investment Decisions
10:30 am –11:00 am	Mid-Morning Break and Refreshments
11:00 am – 1:00 pm	Financial Performance Management, Sustainability and Value Creation
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4.00 pm	Financial Performance Management and Value Creation
4:00 pm – 4:35 pm	Way Forward, Wrap Up & End of Day Four
DAY FIVE	
8:00 am – 8.30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Relevance and Application of Public Finance Management ACT

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10:30 am – 11:00 am	Mid-Morning Break and Refreshments
11:00 am – 1:00 pm	Power of Emotional Intelligence in Leadership
1:00 pm – 2:00 pm	Way Forward, Wrap Up & End of Training

YOUR INVESTMENT

We shall offer this training at a professional fee of **Kshs 92,500 per person excluding VAT** for the entire duration of the course. This fee will cover our charges, costs of course preparations and training materials. This cost does not cater for transport and accommodation for participants.

ADMINISTRATION DETAILS

Dates: 29th August – 2nd September 2022

Time: 8:00 a.m. – 5:00 p.m.

Venue: Weston Hotel, Nairobi

Attire: Smart Casual

For Enquiries call David or Rebecca on: (+254) 722 352 680/0787 352 680

Email: training@dgmbtraining.co.ke or dgmbfinance@gmail.com

PRE-REQUISITES

No prior detailed knowledge of finance for non-finance professionals course is required.

QUALITY ASSURANCE

DGMB Training Solutions Ltd strives to provide you with the most productive, effective and value for money training experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival.

TERMS AND CONDITIONS

Disclaimer: All registrations are subject to session availability. All speakers, sessions and prices were confirmed and correct at the time of printing. DGMB Training Solutions Limited reserves the right to change speakers and program details as required in addition to making changes to the schedules, venue or cancel the event altogether. **Privacy notification:** DGMB Training Solutions Limited respects the privacy of individuals, their sponsors, Organizations and acknowledges that the information you provide on registration form is confidential and third parties would not have access to. DGMB Training Solutions Limited collects this information for purposes of processing your registration and providing you information (via email and/ or mail) on upcoming events, specific products and services provided by or associated with DGMB Training Solutions Limited. Kindly register by 5pm, two working days prior to the training to

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enable us to cater for your course materials and catering requirements. **Notice of withdrawal:** Unless written notice of withdrawal is received before the closing date of the programme, the full fee is still due in the event of non-attendance. However, DGMB Training Solutions Limited accepts replacement(s) or substitution, made in writing, prior to the programme's commencement date. However, no substitution of participant(s) is allowable after the commencement of the training.

NITA ACCREDITED CERTIFICATE OF PARTICIPATION

At the end of the In-house Training, Certificate of Participation, will be awarded to all those who successfully complete the course.

HOW TO PAY

1. Issue a Cheque in the name of "DGMB Training Solutions Ltd" or
2. Remit the Training fees via RTGS or Electronic Funds Transfer (EFT) to our Bank, the details are: - Account Name: - DGMB Training Solutions Limited, Bank: Cooperative Bank of Kenya, Branch: City Hall Branch, Nairobi, Account Number: - 01148231039600 and Branch Code: - 11049.
3. Our PIN is P051349463P

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