



## Business Finance for Engineers & Project Managers

delivered by:



- Do you want to be able to quickly appraise the financial viability of projects and establish investment returns?
- Do you want to better understand financial terminology and improve your financial literacy?
- Do you want to feel confident in your understanding of financial matters as they relate to your clients & prospects?

This one day course is specifically written for Engineers & Project Managers who need a better understanding of business finance as it relates to their challenges and issues. It is a very practical course that will build from little or no financial knowledge. The content will be immediately applicable in your business. The course will be relevant and serious, but enjoyable!

### WHAT YOU WILL LEARN

- How a business operates from a financial perspective
- The key financial statements and how to interpret them
- The key questions and areas you should be addressing
- The key elements of a compelling business case

### COURSE CONTENT

#### THE BUSINESS MODEL

- How money flows in your business
- How the business is funded
- The difference between turnover, cash & profit
- Capital expenditure (Capex) and operating expenditure (Opex)
- Financial terminology explained

#### FINANCIAL STATEMENTS

The key financial statements of the business (and their interpretation)

- Profit & Loss, Balance Sheet & Cash Flow
- How to determine and translate the financial data that will impact on the financial performance of your client
- The key factors that measure the funding, asset and profit management of your client – the key business ratios

#### THE COMPELLING BUSINESS CASE

The key elements of the business case. Financial costs & benefits will be evaluated and subsequent 'return on investment' (ROI) measured by following a three stage:



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1. Determining the needs of the client and quantifying the benefits and savings (hard, soft & intangible)
2. Translating into the ROI measures (Payback, Net Present Value & Internal rate of Return)
3. Customisation into an ROI business case describes the 'value proposition' in clear and quantifiable terms as well as the review process

This session will also address:

- The effective and high impact questions you need to ask to prepare your business case
- How to understand the personality and behaviours of the client
- How to translate business issues into business solutions that will have impact
- Best, worst & likely cases – sensitivity analysis
- Bringing it all together in both report and presentation formats

We will use case studies during the course, to strengthen learning and course content.

### GEORGE FILDES

George is Managing Director of Qualitas Consultancy and specialises in commercial training and consultancy that delivers profit-boosting and sustainable improvement. With over twenty years experience in general management, George's experience spans business management, logistics, customer operations and financial management. He has been involved with mature, turnaround and start-up companies.

He has delivered training programmes to Thames Water, BBC, Pfizer, Toshiba, DHL, Premier Foods, Cognos, HBOS, Balfour Beatty, Kimberly Clark and 3M. He is also a Course Director for The Chartered Institute of Marketing and The Chartered Institute of Management Accountants

**Maximum number of delegates: 12**

**Cost: Members - 1.5 units, £225 +VAT  
Non-members - £337.50 +VAT**

To register please email our Training Co-ordinator on [registrations@thelearningcollaboration.com](mailto:registrations@thelearningcollaboration.com)