

Financial Skills for Non Financial Executives

Do you often sit in meetings where financial terms and reports are discussed but feel unsure how to interpret them with confidence?

Would you like to strengthen your ability to manage budgets, evaluate costs, and make financially sound decisions without needing an accounting background?

Are you ready to gain practical financial skills that will make you more effective, credible, and influential in driving your organisation's success?

Introduction

This programme is designed to bridge the gap for managers and executives who may not have a financial background but are required to make decisions that impact their organisation's financial performance. Finance is not just the domain of accountants; it influences strategy, operations, and outcomes across every department. By gaining a clear understanding of core financial concepts, participants will be able to interpret financial reports, manage budgets effectively, and contribute to informed decision-making. Using practical examples from both public and private sectors in Asia, the programme will simplify complex financial terms and provide tools that non-financial professionals can immediately apply in their roles. The ultimate aim is to build confidence in handling financial discussions and ensure that every decision supports organisational growth and accountability.

Program Objectives

This program aims to:

- Educate you on the fundamentals of financing your wealth
- Guide you to understand the financial terms in the business setting

Learning Outcomes

After completing this program, participants should be able to:

- Understand the principle of basic finance
- Communicate with other employees in financial terminology
- Perform decision making by applying skills in financial perspectives

Who should attend?

First-line management, middle management, senior management and anyone who needs to perform decision making and anyone who are not trained in financial background.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>The Importance of Accounting</p> <p>Accounting helps the management to be able to ascertain the financial position of the business. With all accounting activities, the final report provided helps management to know the business position so they can be able to know which direction they are ending. This module provides fundamental of accounting including the recording, classifying and finally summarising the transactions in a business. This enables coming up with a well-analysed financial document like balance sheet, trial balance among others when accounting is done properly within the business transactions.</p>
10.30am-11.00am	<p>Morning Break</p>
11.00am-1.00pm	<p>Understanding Accounting</p> <p>In this module, participants will be introduced to the foundations of accounting and how they apply to everyday organisational activities. They will learn the key concepts of assets, liabilities, and net worth, and how these elements interact to reflect the financial position of an organisation. The accounting model and the fundamental accounting equation will be explained in simple, practical terms, helping participants understand how transactions are recorded and how financial statements are built. By the end of the session, participants will have a clearer view of how financial data is structured and how it can be interpreted to support better decision-making, even without a background in accounting.</p>
1.00pm-2.00pm	<p>Lunch</p>
2.00pm-3.30pm	<p>Financial Reporting vs Management Reporting</p> <p>Managerial accounting is more concerned with operational reports, which are only distributed within a company. Financial accounting must comply with various accounting standards, whereas managerial accounting does not have to comply with any standards when information is compiled for internal consumption.</p>

3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Deeper Understanding of the Accounting</p> <p>The participants would learn how to manage accounts receivable and payable. Also, the participants would be allowed to understand financial statements from a deeper perspective in this module.</p>
Time	Day Two
9.00am– 10.30am	<p>Financial Performance, Position and Cash Flows</p> <p>In this module, the participants would start to identify the financial performance, the position and the cash flow. Operating cash flow is cash that is generated from the normal operating processes of a business. While the cash flow statement is considered the least important of the three financial statements, investors find the cash flow statement to be the most transparent; so, they rely on it more than the other financial statements when making investment decisions.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Ratio Analysis</p> <p>Ratio Analysis as a tool possesses several important features. The data, which are provided by financial statements, are readily available. The computation of ratios facilitates the comparison of firms which differ in size. Ratios can be used to compare a firm's financial performance with industry averages. In addition, ratios can be used in the form of trend analysis to identify areas where performance has improved or deteriorated over time. In this module, the participants would learn how to determine and interpret current ration, days sales outstanding, debt to equity ration, dividend payout ratio, gross profit ratio, inventory turnover, net profit ratio, price earning ratio and return on assets.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Budgeting and Forecasting Techniques</p> <p>In this module, participants will gain a solid understanding of the different types of budgets and their purposes, from operational to capital and flexible budgets. They will learn how to link budgeting with organisational goals, ensuring resources are allocated effectively to support both short-term priorities and long-term plans. The module also introduces forecasting techniques that help anticipate future financial needs, manage risks, and respond proactively to changing market conditions. Through hands-on practical sessions, participants will develop the skills to prepare realistic budgets, analyse variances, and adjust projections to improve decision-making. By the end, they will be equipped with practical tools to strengthen financial planning and enhance organisational performance.</p>

3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p data-bbox="448 241 858 277">Analysis for Decision Making</p> <p data-bbox="448 313 1386 640">Finance can be likened to a toolbox for company management to use. The tools help answer questions that management must address when making small and large decisions. A small decision might be whether to lease or buy a new copy machine. A large decision for which finance provides guidance could be whether to acquire a competitor to grow the company more quickly. The goal of the data gathering and sometimes complex financial modelling utilised in finance is to ensure the company makes the most efficient use of its finite resources, including the capital, human resources and productive capacity.</p>