

CHARBAJI Consultants

Finance for Non-Finance People

(2 days)

There are days when being a manager feels a lot like being a cat herder. Your team is going in all directions at once and the harder you try to get them focus and work the plan, the more complaining and resistance you receive. **Finance For Non-Finance People** is mostly about management, the art of organizing and leading people toward success.

Who Should Attend

For Senior Sales Representatives, First and Second Line Managers of all non-finance staff, from production to marketing and from logistics to R&D.

Purpose of the Workshop

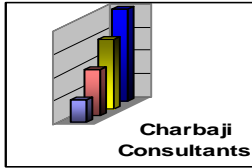
- To provide you with the basic understanding of the accounting results of your team.
- To focus on the comprehensive role of First-Line managers in understanding and playing their managerial role.
- To ensure a better Cause/Effect relationship understanding of managerial attitudes and decision-making on company operations and results.
- To take effective steps and play an efficient role in the department's performance improvement, performance measurement, and future planning steps.
- To actively collaborate with the managerial team in the processes of planning and budgeting using a knowledge base.

Workshop Contents

The workshop is comprised of 5 modules. Each module treats a separate area of basic knowledge. These areas are no-doubtedly inter-related and inter-

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[Research & Statistics](#) [Building Explanatory Models & Indexes](#) [Feasibility Study](#)
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connected, but are dealt with in this sequence for the sake of building a knowledge base for the attendants.

- **Overview of Accounting definitions & Terminology.**
 - Basic Accounting Definitions and terminology used in accounting reports
 - Basic accounting definitions
 - Key accounting concepts & terminology
 - Basic knowledge of tools used by management to evaluate sales people's success.
 - The Sections of the financial statements
 - Balance Sheet
 - Income Statement
 - Cash Flow Statement
- **Basics of Financial Statements preparation.**
 - The Accounting Cycle, how thousands of accounting records/transactions are built to generate a summary accounting report.
 - How a Financial Statements are extracted from data.
- **Reading the Financial Statements.**
 - Main Goals of financial analysis
 - Reading financial statements
 - Main tools used in evaluating accounting results
- **Performance Measurement from Accounting Perspective.**
 - Performance measurement based on financial reporting
 - Financial tools (Ratios)
 - Liquidity Ratio
 - Leverage Ratio
 - Activity Ratio
 - Profitability Ratios
- **Budgeting & Budget preparation:**
 - Operational Budget
 - Budget establishment process
 - Importance of budgets
 - Budget as a planning step
 - Capital Expenditure
 - What is CAPEX
 - Importance of CAPEX in planning
 - Process of CAPEX building



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Workshop Presenter

The workshop is prepared and will be presented by someone who has been at both ends of the team. An experienced sales representative and sales manager. He has trained sales people of various multinational organizations in both sales and basics of finance. He has also worked for more than eleven years as Finance Manager, and is currently teaching at more than one university the topics of sales management and finance.