

HOW TO READ & UNDERSTAND FINANCIAL STATEMENTS

Learn to make sense of confusing financial reports and statements.

COURSE CONTENT

In this seminar, Benson & Company will teach you the basics of financial analysis. You will learn to unravel the mysteries of financial statements so that you can make educated, informed decisions for your team, your department, or your business. And the best part is... there is no complicated accounting necessary.

Don't let your unfamiliarity with basic financial reports keep you from being an effective manager. Let Benson & Company teach you how to read and understand basic financial statements in this powerful seminar.

Just Some of the Key Elements:

- **The fundamentals of financial reporting.** You will learn the basics of financial reporting—what each report means, how it is structured, and which numbers demand your immediate attention.
- **To interpret the “big three” financial statements.** Many consider the balance sheet, the income statement, and the cash flow statement to be the most important financial statements. We'll teach you how to analyze and interpret each of these statements so that you can make informed decisions.
- **How to “cut through the gibberish” and get to the point.** Learn which numbers matter, and which ones don't—so that you don't have to spend hours staring at a sea of figures in order to extract the important information.
- **How to boost your company's bottom line.** If you don't understand the financial realities surrounding your business, you can't possibly make the right decision. This program will teach you how to evaluate financial statements in order to make the best possible decision for the bottom line of your business.
- **To budget and forecast.** Every manager must have the ability to stick to a budget and plan for the future. We'll teach you proven tools and give you the ability to create accurate forecasts and adhere to the budgets you create.
- **How to speak the “language”.** If you don't understand the basics of finance, simply listening to an accountant speak or reading a report can leave you thoroughly confused. But once you learn a few key concepts, it's not difficult. We'll teach you what you need to know so that you can interpret reports, understand your accountants, and communicate clearly with the “finance people” at your business.
- **The basic assumptions made during financial reporting.** Accountants and financial professionals rely on certain assumptions when preparing statements and reports. We'll teach you what they are so that you can place these reports in their proper context.
- **The difference between financial accounting and managerial accounting—and why it matters.** You have probably heard these terms thrown about, but do you know what they mean? We will help you understand the key differences between financial and managerial accounting—and we'll show you why it matters.
- **Which financial statements are best suited for specific circumstances.** Some decisions are best made while consulting your balance sheet. Other times, your statement of cash flow contains the critical information. We'll cover a variety of common situations and explain which financial statements are most relevant.
- **How to identify current, fixed, and liquid assets.** We will teach you the basic asset classes, how to identify each of them, and why it matters.

Are you tired of staring at complicated financial statements such a balance sheet or an income statement and feeling like you're trying to understand a foreign language? Does your lack of financial knowledge make it hard for you to comprehend critical information about your business? If so, don't worry—we've got the solution.



THE BEST PRINCIPLES OF Financial Management in Action

CONTENT CONTINUED...

- **The basics of depreciation.** Depreciation is an important factor, particularly of valuable assets that must be considered as you plan for the future of your business. We'll teach you what it is, how it is measured, and how to make informed decisions that benefit your bottom line.
- **The difference between long-term and short-term liabilities—** and how to evaluate each of them. Financial liabilities aren't difficult to understand once you understand the language, but until then, they can be downright impossible to make sense of. We'll teach you the basics so that you can make sense of these often, seemingly-complicated numbers.
- **How to read a balance sheet in minutes...** no accounting necessary. Once you understand what you are looking at, a balance sheet is a helpful "big picture" indicator of the financial condition of your business. We'll teach you how to read it, how to interpret it, and how to make informed decisions around it. And there's no complicated accounting needed!.
- **The basics of Cost of Goods Sold calculations.** Cost of Goods Sold (COGS) is one of the most significant numbers to the health of your business. Learn what it is, how it is calculated, and what you can do to keep it under control. Managing your COGS is the key to driving profitability, and we'll show you what you need to know.
- **And Much, Much More...**

If looking over a balance sheet is enough to make you feel queasy, you're not alone. Most non-financial professionals don't know how to read and interpret this and other financial statements. But without basic financial literacy, you can't reach your potential as a business owner or business professional.

"This course made the whole subject of business finance simple to understand – Recommended" BHS

"I have read a number of books of the subject and always found some of the concepts a little hard to understand, the trainer made the example simple and applicable in easy to understand terms" ICS Holdings Ltd

"I would recommend this course to anyone looking for a solid understanding of accounting and financial principles. Not only do I understand numbers now, I also understand my company better too!" MBP Consulting

Our consultants and trainers are extremely experienced and talented professionals. We can create a program covering other topic areas that you may want to explore. Please contact us at info@bensonandcompany.net for more information about any of these or the following:

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| <input type="checkbox"/> Time Management | <input type="checkbox"/> Project Management | <input type="checkbox"/> Communication Skills |
| <input type="checkbox"/> Dealing with Difficult People | <input type="checkbox"/> Stress Management | <input type="checkbox"/> Presentation Skills |
| <input type="checkbox"/> Leadership Skills | <input type="checkbox"/> Supervisory Skills | <input type="checkbox"/> Personal Assertiveness |
| <input type="checkbox"/> Team Building | <input type="checkbox"/> Customer Service | |

If you would like additional information on Benson & Company Key-note and Business Speaking services, call or email us at the address below.



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