

FINANCIAL INTELLIGENCE

For Entrepreneurs/CEOs



Course Overview

This practical course will expose entrepreneurs/CEOs to the rudiments of financial intelligence, how to run a company successfully and profitably, on a sustainable basis. Today's entrepreneurs and CEOs, need to be more financially learned and intelligent, more so than ever before. Even if they do not have to manage budgets or finances themselves as part of their role, they still need to understand the financials of their company, what it all means and the impact of their actions on the bottom line.

Some things are likely to happen when you have no financial intelligence, as an Entrepreneur or Chief Executive Officer:

- You cannot appreciate the cash flow challenges of your business
- You will not be able to monitor your business's financial position and performance
- You are not able to identify any red flags for plausible fraudulent activities going on in your organisation
- You are not likely to run your company profitably
- Investors or lenders will be skeptical and may not trust you with their money
- You might not appreciate, or be on the same page with your accountant, financial manager or CFO.

Course Objectives/Benefits

- Understanding of what financial intelligence is all about, including the key knowledge areas
- How financial intelligence can be used to checkmate fraud in your company.
- A thorough grounding on how an entrepreneur could be both effective and efficient in the management of financial resources, for optimal profitability and wealth maximization.
- Insights into what working capital, cash flow management and all of the financial statements of a company means from a “non-financial expert” point of view, explained in easy to understand financial language.
- How to appropriately price your product or service.
- Tax liability management
- Essence of business insurance.
- The course also offers an immense opportunity for networking with other entrepreneurs and CEOs.

Who Should Attend?

Entrepreneurs/CEOs

Course Outline

Day 1 & 2

- What is financial intelligence?
- Financial literacy versus financial Intelligence
- Financial management basics
- Business financing options, including the pros and cons
- Understanding and interpreting financial statements.

Day 3 & 4

- Budgeting
- Financial Analysis
- How to use financial intelligence to checkmate plausible fraud in your company
- Working capital and cash management
- How to optimize revenue and profit

Day 5 & 6

- Break-even analysis and sales forecasting
- Cost reduction techniques
- Getting the appropriate pricing for your product or service
- Tax liability management
- Enterprise risk management and financial loss prevention
- Business insurance

Course Methodology

Practical delivery, case studies, quizzes, interactivity, individual and group tasking



Deeno
Business Academy