

Workshop Trainer Profile

Martin Connolly
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Martin has over 20 years, varied business experience covering auditing, commerce and consultancy roles. Martin has conducted many training courses and workshops both in Australia and overseas. He has held positions as General Manager of Clean Concept Australia, Group Financial Controller for Sealcorp Holdings Ltd, Senior Internal Financial Auditor with Western Mining and Audit Manager with Coopers and Lybrand. Martin has a unique blend of experience covering financial, business and quality management which is "tailor made" for most businesses.

Since setting up Reach to Achieve 10 years ago, Martin has established a reputation as a sought after trainer with a rare ability to use humour in the workshops to create a unique and lively learning environment "breaking down the complex into the simple".

You can be assured of an interesting, enjoyable, interactive and productive day!

Don't Just Take Our Word For It...

The Proof Is In The Pudding -

(previous attendees)...

- "Refreshing approach to a relatively boring subject"
- "Martin approached lecture in innovative, interesting way"
- "Best presentation on a boring topic! Kept it informative, interesting and relevant".
- "Martin was a great presenter"
- "Good energetic presentation, made finance interesting"
- "Excellent presentation—really hit the spot for me"
- "Thoroughly enjoyable—learned heaps"

Other Reach to Achieve workshops available...

- Project Management
- Financial Management
- Change Management
- Risk Management
- Manager / Supervisor - Key Skills Development
- Improving Business Performance (Series)
- Managing People for Better Performance
- How to Manage Your Business and Sleep at Night®
- Introduction to the Balanced Scorecard
- Strategic Planning in Practice
- Process Mapping & Redesign
- Implementing and Redesigning Business Management Systems ("BMS"®)
- Value Add Auditing of Business Management Systems (eg ISO/OHS/EMS)



**Customise Training
To Your Requirements?**

**No Problem!
You Can Reach Us At...**

Reach **to** Achieve
CONSULTING

"Improving the way you do business!"

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"Making the Numbers Talk" ...

Finance for "Non Finance" People

1 Day Workshop

Why is it that managers sometimes struggle with finance when managing their businesses?

Could it be that the simple is made too complicated, too jargonistic?

Well, at last ...

a hands on training workshop specifically developed for non-accountants that is delivered in a practical, easy to understand way.

Our Aim...



From this One Day Workshop you will..

- Understand that Finance is part of an overall Business Management System
- Follow the Finance Overview Framework to appreciate key finance areas and issues
- Use your "Fruit Bowl" to build the picture for financial and management reports
- Understand the 4 core principles in finance that tell you "what goes where"
- Be able to understand the linkage between the 3 main financial reports—profit & loss account, balance sheet and cash flow to help you with business decisions
- Understand why Profit does not equal cash and the significance of "Book Entries" like depreciation, amortisation and "write downs"
- Understand the importance of other key performance measures as financial management tools
- Understand the importance of looking beyond the financial numbers when managing information to "make the numbers talk"
- Learn to follow the "golden rule" for financial reporting
- Be able to apply the tools learned immediately in your workplace to better manage your business / department / division

Key Themes...



Build the Picture! - Your Finance Fruit Bowl...

Learn the "Fruit Bowl concept®". This will give you the confidence to know where financial information comes from, how it links across your organisation, to ensure data is consistent, reliable and reportable. By understanding that finance is part of an overall business management system, you increase awareness of the impact on other business areas when analysing or interpreting financial information.

Financial Statements - The Motor Car

Find out how this concept applies to the 3 main financial statements used in business.

- Profit & Loss
- Balance Sheet
- Cash Flow



"Making the Numbers Talk®"

From financial reports to budgets, ratios, forecasts and how they link together, we will look at the various tools and measures used to assess financial performance. Be aware of the impact of "book entries" and making the numbers talk using Management Reporting to be aware of what data is NOT there as well as what IS there.

Approach to Training ...



It has to be worth the "FEE"...

- Fun
- Entertaining
- Enlightening

Relate what you've learned to your workplace and performance improvement will happen.

Group Activities...

In training, people want to DO things not just be lectured to. Group activities are an integral part of this workshop. You will work together, applying immediately your new found skills as it applies to your own workplace. You will have plenty of opportunities to discuss and clarify your specific issues as they arise in the workshops.

You will take with you new skills which can be applied IMMEDIATELY in your own workplace.

Who Should Attend and Why?

Anyone who has responsibility for preparing / analysing reports or making decisions based on financial or management reports can't afford to miss this workshop. The knowledge acquired from attending this workshop will improve your ability and confidence when using financial management reports.



This ultimately means better business decisions!