

FINANCIAL MANAGEMENT

For Entrepreneurs/CEOs



Course Overview

This three-day practical workshop will expose entrepreneurs/CEOs to the rudiments of financial management and running a business profitably, on a sustainable basis.

Financial Management deals with the procurement or generation of funds and their effective and efficient utilization, to achieve the overall business objectives. Being able to properly manage your finances without overshooting your budget is one of the most important skills every entrepreneur must have.

Today's entrepreneurs/CEOs also need to be more financially learned, 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 little or no financial management skills, as an entrepreneur:

- Your business will almost always have cash flow challenges
- You will not be able to monitor your business's financial position and performance
- Investors will not trust you with their money

Course Objectives/Benefits

- A thorough grounding that illustrates how an entrepreneur could be both effective and efficient in the management of business funds, 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, for all stakeholders' satisfaction.
- Entrepreneurs would also be guided through the rudiments of basic financial and tax planning, budgeting and enterprise risk management, to reduce the risk of business failure.

- The course also offers an immense opportunity for networking with other entrepreneurs and CEOs .

Who Should Attend

Entrepreneurs/CEOs.

Course Fee

N69, 500= (includes, learning materials, certification, tea break and lunch)

Course Outline

Day 1

- o Financial management basics
- o How to finance your business

- o Accounting records you should keep for your Business
- o Elements of financial statements
- o Understanding and interpreting financial statements. What do the figures mean?
 - Statement of Financial Position (Balance Sheet)
 - Profit or Loss account
 - Cash flow Statement

- Business case studies

Day 2

- o Computerized accounting systems-Getting it right!
- o Managing your company's cash flow, working capital and profitability
- o Budgeting.
 - How to prepare, interpret and understand your business budgets
- o Product Pricing
 - Getting the appropriate pricing for your product or service

- Business case studies

Day 3

- o Basic tax planning and management practices
- o Introduction to Enterprise Risk Management
 - mitigating risks that could lead to business failure

- Business case studies

Course Instructor

Doyin Ola Kasumu. BSc.MSc.MBA.CFC.FCA.

- A fellow chartered accountant, certified financial consultant, IFRS and risk management expert.
 - Former bank executive and alumnus of Deloitte, the lead accountancy and consulting firm in the world.
 - Member, MCPE training faculty, Institute of Chartered Accountants of Nigeria.
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Training Methodology

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

How to register

Online @ <https://deenotraining.com/registration/>

Payment

Via cheque or bank transfer/ deposit in favour of Deeno Consulting (Sterling Bank current a/c no. 0008062391). For bank transfers/ deposits, please send details of your payment to training@deeno.com.ng

Early registration at least two weeks to event attracts 5% discount.



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