

# Finance for Non-Finance Professionals

TRAINING

From Numbers to Insights: Unlocking  
Financial Fluency for Everyone



Facilitated by  
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Online → Monday, January 22 & 29, 2024



PUBLIC  
SECTOR  
NETWORK



## Overview

Finance is the root of how any organisation or business makes money, and numbers are its language! Unfortunately, many key decision-makers and core team members struggle to speak the language of numbers and are making decisions based on assumptions, gut feelings, and a few rules-of-thumb. In addition, they are heavily dependent on the finance department and accountants without understanding the financial implications of their own decisions, as they believe they are non-finance person.

In this course – Finance for Non-Finance Leaders, participants will understand how their decision affects the bottom line of their organisation/department and that they are finance person. As the saying goes, “A chain is as strong as its weakest link.”. Similarly, an organisation is as strong and/or effective as its weakest decision-maker.

The Finance for Non-Finance Leaders course is designed to provide managers and leaders in government who do not have a formal background in finance. The course aims to help participants develop the ability to analyse financial information, make informed decisions, and communicate effectively with finance professionals.

The course will cover topics such as financial statements, budgeting, forecasting, cost analysis, cash flow management, and investment analysis. Participants learn to interpret financial data and use financial analysis tools to make strategic business decisions. They also gain an understanding of financial risk management and the importance of financial controls.

After the end of the course, the participants will have the ability to analyse financial reports irrespective of the size of the data, as they will learn to extract relevant information by processing any financial data with simple, proven steps. This will boost their confidence not only to interact with financial experts but also to make informed-profitable decisions based on facts and not mere assumptions.

This interactive course will be delivered using industry case studies, practical examples, and real-life experiences, and above all, it is intentionally designed to make the subject of finance, fun to learn.

Remember, good financial management may not always guarantee success, but ineffective financial management can single-handedly bring down any organisation!

## Who Should Attend

- Program Officers
- Project Managers
- Public Administrators
- Legal Professionals
- Healthcare Professionals
- Law Enforcement Professionals
- Education Professionals
- Social Workers
- Policy Analysts
- Community Safety Officers
- Administration Officers
- HR Managers
- Procurement & Contract Specialists
- And other non-financial staff and Heads of Departments

## Learning Outcomes

- **Understand** critical financial numbers and concepts every professional should know
- **Analyse** the three key financial statements – balance sheet, profit & loss statement, and cash flow statement
- **Effectively** report, budget, forecast, and communicate numbers in form of stories
- **Understand financial data** and make informed decisions that enable identifying financial opportunities and making better investment decisions
- **Effectively communicate** financial information with ease to non-financial stakeholders
- **Develop financial strategies** that align with the organization's overall goals and KPIs

## Why Attend

- **Enables** non-finance leaders to communicate effectively with finance teams, understand their perspectives, and work together to achieve financial goals and objectives
- **Understand budgeting** and financial planning in order to manage public funds responsibly and effectively
- **Prepare** financial reports, express numbers in form of stories
- **Speak** the language of finance, enhance your ability to make informed decisions and effectively contribute to financial discussions
- **Have the ability to assess** financial performance, identify cost-saving opportunities, and optimise resource allocation to achieve organisational goals

## Meet Your Facilitator



### ASHKAN ALAVIAN

Entrepreneur | Accountant & Financial Educator, Mba

Ashkan Alavian is a dynamic and engaging financial educator known for his ability to captivate audiences while delivering valuable insights on personal and corporate finance, investment strategies, and financial literacy. With a strong background in business and finance and a passion for empowering individuals and entrepreneurs. Ashkan is dedicated to helping North America and business owners navigate the complexities of the financial world and make informed decisions.

With a passion for nurturing financial literacy and mentoring students to excel in their understanding of financial and accounting concepts, Ashkan is a dedicated and experienced financial tutor in North America.

Known for his personalized approach to teaching, he empowers learners to navigate the world of finance with confidence and clarity. With respect to social responsibilities, he has an active role in different communities and non-profit programs to educate and help families to become financially independent and set up their personal life and take advantage of all available options in the financial industry. He believes that lack of financial information is the main reason for imposing huge unnecessary costs on individuals, business owners and the public and private sectors.

Ashkan is proud of mentoring hundreds of financial advisors, entrepreneurs and talents. With a passion for guiding them towards success, He is an accomplished mentor known for their unwavering dedication to helping individuals reach their full potential. He is proud to passing so many challenges and failures and eventually learned how to jump to the next level and become the best version of ourselves everyday.

## Preparation

**This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organization.**

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space



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**10:00am EST Welcome and Introductions**

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**10:15am EST Module 1: Understanding financial jargon and terminologies**

The reason many people find the subject of finance complicated is simply that they lack the basics and have many misconceptions about it. Primarily this session answers the question – Why should I learn finance when there are accountants and financial experts? All misconceptions are clarified, and the basics are explained in simple terms using stories that will create a solid foundation to speak the language of business/organisation – Numbers!

- Four types of financial transactions
  - Non-finance person is a myth!
  - Understanding difference between Finance & Accounting; Credit & Debit; Profit & Money
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**11:00am EST Break**

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**11:10am EST Reading, understanding, and analysing financial statements**

In any sport, one cannot tell if a team is winning or losing without having the ability to read and understand the scoreboard.

Similarly, in an organisation, financial reports are like a scoreboard that tells if it is making more money than spending.

In this session, participants will learn why financial statements are prepared – how they are prepared – and what numbers to look for so that they can make informed profitable business decisions with ease and clarity.

- Profit & Loss Statement
  - Balance Sheet
  - Cash-Flow Statement
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**11:50am EST Lunch**

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**12:20pm EST Module 2: Effective financial management**

One of the prime objectives of any organisation is to make more money than it spends. However, the challenge is – do non-finance persons know the financial position of the organisation? If not, are they making decisions based on facts or mere assumptions without knowing how their decision impacts the bottom line?

- Performing v/s Non-Performing Assets
  - Fixed costs v/s Variable costs
  - The crucial performance indicators
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**1:50pm EST Break**

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**1:55pm EST Communicating numbers through stories**

Adults are kids who have grown up. As kids we first learn by touching – seeing colours – then language – and then numbers. If you do not include some element of fun and story, then the kid in them will not be interested. They might have learnt to read and understand numbers, however, many struggles when it comes to communicating it in simple laymen language.

In the session, insights on how to effectively communicate numbers (data) using a simple model and process will be shared. Remember, data is like crude oil, it needs to be filtered and processed!

- Simple yet effective ways to tell stories around numbers
  - Do's & don'ts whilst storytelling
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**2:25pm EST Reflections and Closing Remarks**

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**2:30pm EST End of Day 1**

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**10:00am EST Welcome and Introductions**

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**10:15am EST Module 1: The common finance mistakes made in the government**

After interacting with several government professionals on how financial decisions are made and how they go about budgeting, forecasting, and executing the strategies; common finance mistakes were found out.

In this session, the common mistakes will be explained with case studies for participants to learn what NOT to do in their respective departments. It will make them understand even though finance is a common-sense subject why it is still not very common.

- The four common finance mistakes made in the government
  - What not to do with finances in government
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**11:00am EST Break**

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**11:10am EST Taking the organisation from HERE to THERE**

Many people think by having more resources is safe but on the contrary, it is worse as they might end up being non-performing. This becomes a burden on the performing assets.

In this session, one will learn how to maintain the optimum level with regard to managing resources.

- The seven levers to drive an organisation
  - Why having fewer resources is bad and having more is worse
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**11:50am EST Lunch**

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**12:20pm EST Module 4: Effectively forecasting, budgeting and planning**

Every organisation is constantly trying to work within the budget. In order to achieve this, core team members need to know the common goal (from a finance perspective) and effectively utilise the resources at their disposal.

In this session, participants will learn how to forecast and budget for their own department so that it resonates with the common goal of the organisation instead of operating in isolation or feeling left-out.

- Forecasting - Where should we go?
  - Budgeting - What is required to go there?
  - Planning - How to get there?
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**1:50pm EST Break**

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**1:55pm EST Capital budgeting techniques**

This session is designed to bring cost-consciousness and will make the non-finance person responsible and accountable for their decisions.

It will give insights on investments to be made with pros & cons by doing the what-if analysis.

- Understanding & calculating Break-Even Point
  - The five key capital budgeting techniques
  - Doing what-if analysis
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**2:25pm EST Reflections and Closing Remarks**

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**2:30pm EST End of Day 2**

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