

Finance for Non-Finance

Develop your teams' **Financial Literacy** in areas they will be involved

Despite the **strategic importance of understanding and working with Finance**, Non-Finance audiences have rarely found the necessary resources in current courses on the market because of



One-size-fits-all approach



Lack of Practical Application



Overemphasis on Accounting



Insufficient Interactions

With this course, you'll have not only a course that will provide general knowledge of Finance but also a more **tailored approach**.



Course overview

The course covers the areas where participants collaborate with Finance

- Reporting
- Analysis
- Forecasting
- Decision Making Models



Targeted audience

Non-Finance audiences

- Working on **budgets/forecasts**
- Having a **P&L** accountability
- Aiming to **grow in responsibilities** inside the company



Format

The course

- In person in 1 day on your premises
- Online via Zoom/Teams 2 workshops of 3 hours



Course outcome

Participants will be able to

- Use **existing reports**
- Know when something must be **dogged deeper** in their reports
- Participate more actively in **budgets**
- Make **informed decisions**



Soufyan Hamid, the facilitator

Soufyan spent 17 years in FP&A and throughout his career, he developed trainings to bridge the gap between Finance and other departments through **Storytelling** and **Finance popularization**



It was a great training session, with a not so obvious and not so sexy subject. The teacher was able to give it in a fun and accessible way with very concrete examples in a good tempo. I'd recommend him.

Stéphanie Hotua
HR Team Manager at Proximus



It was a quite dense training with many concepts to ingest in a short time frame but Soufyan managed to keep it as simple as possible. Always ready to answer any question and giving energy to the participants. A recommended training to follow for sure !

Nicolas Kaczmarek
Strategy & Roadmap Manager at Proximus

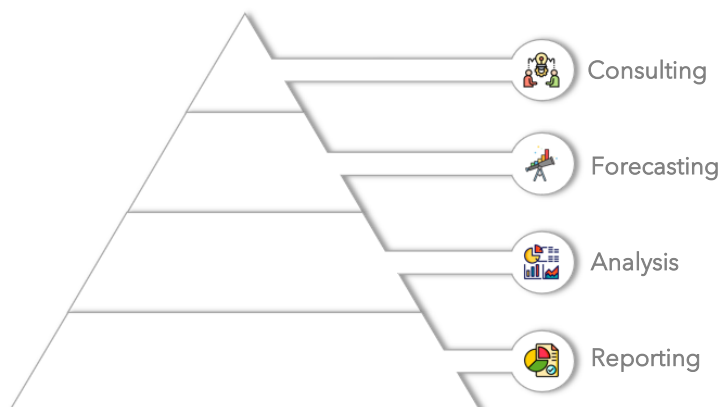
Contact me to find out more

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What do we cover in this course?

Contrarily to what's done in other "Finance for Non-Finance" courses, we do not deliver an express accounting class but rather cover the areas in which Finance collaborates with other departments.



Thanks to all other functions, Finance helps to develop recommendations and scenarios for **decision-making**

In many cases, Non-Finance professionals must build **business cases** and participate in forecasting/budgeting exercises

Financial analysis is a good way to help compare and observe **trends in profitability**

Understanding the financial results of a product/department/company helps one **assess its performance**

How do we facilitate?

DYNAMIC

Modern and engaging teaching style



Engagement on our training is of paramount importance. Our participants are adult professionals and don't have to go back to school in a boring classroom. We use modern techniques of engagement to make the sessions voluntarily active both in in-person as in digital courses

USE CASES

Practical setup of concepts reviewed



Real-life and tailored use cases are given to the participants to apply the learnings of the day. Laptops are needed to work on these practical exercises which foster collaboration

GAMES

Playing on challenge and competition



To test the participants' knowledge and develop a healthy competition, we propose a gamified experience. That way, not only will the learning be funnier but that will also offer a break in a topic that can sometimes be heavy

GROUPS

Developing a team spirit through the day



Team exercises and brainstorming sessions can be organized both in in-person training as well as in digital sessions (breakout rooms). This allows participants to help each other and use everyone's strengths.

What do they think



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Nicolas Kaczmarek / Strategy & Roadmap Manager



Excellent recap of many things I encounter in my job, but never got a nice overview like this and how it is all connected. Soufyan brings this on a very customized way, he understands how the company works and his examples and wording is adapted to our context. Even not being native Dutch Soufyan did amazing.



Peter Braem / Strategy Manager



Soufyan really gave an insightful great finance session. He distinguishes himself from other trainings by always looking for interaction with the crowd in an energetic way. Doing this, he keeps the energy level high of the audience.



Tom Jacobs

Deloitte.

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HOLCIM

proximus

TVH

INTUIT

ADB SAFEGATE

Organize a session for your team and contact us



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The Finance Circle
SKILLS BEYOND FINANCE