

Finance Essentials for Non-Financial Professionals

26 – 30 September 2027
Amman (Jordan)

UK Training

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Why This Course

In today's data-driven business environment, financial literacy is no longer limited to accountants and finance managers — it's an essential skill for professionals across all departments. The ability to interpret financial information, manage budgets, and contribute to financial decisions empowers non-financial leaders to make smarter, more strategic contributions to their organizations.

The Finance for Non-Financial Professionals course provides a practical, hands-on understanding of key financial principles and tools. Over five intensive days, participants will learn how to interpret financial statements, analyze performance, manage budgets, and evaluate investments — all without requiring a financial background.

By the end of this program, participants will confidently communicate financial insights and apply financial reasoning to everyday business decisions.

What You'll Learn and Practice

By joining this program, you will:

- Interpret and analyze financial statements with clarity and confidence.
- Understand and apply key financial ratios to assess performance.
- Develop and manage operational and capital budgets effectively.
- Support business decisions with sound financial reasoning and data.
- Communicate financial concepts and results clearly to stakeholders.
- Evaluate investment opportunities using core financial analysis tools.

The Program Flow

Day 1: Financial Fundamentals

- Introduction to financial management and business finance principles.
- Understanding accounting concepts and the accounting cycle.
- The link between business activities and financial statements.
- Overview of the three key financial statements: income statement, balance sheet, and cash flow statement.
- Exercise: Mapping business transactions to financial statements.

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Day 2: Financial Statement Analysis

- Deep dive into the balance sheet and income statement.
- Cash flow statement interpretation and analysis.
- Key financial ratios: liquidity, profitability, and efficiency indicators.
- Understanding the story behind the numbers - trends and insights.
- Workshop: Analyzing the financial performance of a sample company.

Day 3: Budgeting and Forecasting

- Principles and objectives of budgeting in business planning.
- Developing, managing, and monitoring operational budgets.
- Capital budgeting and investment decision-making.
- Financial forecasting techniques and variance analysis.
- Group exercise: Preparing a departmental budget and forecast.

Day 4: Cost Management and Decision Making

- Understanding cost behavior, fixed and variable costs.
- Break-even analysis and contribution margin calculations.
- Activity-based costing and its applications.
- Pricing strategies, make-or-buy, and other operational financial decisions.
- Case study: Cost optimization in a real-world business scenario.

Day 5: Financial Planning and Value Creation

- Time value of money: present and future value concepts.
- Investment appraisal methods NPV, IRR, Payback.
- Working capital management and cash flow optimization.
- Measuring and enhancing shareholder and business value.
- Capstone activity: Developing a financial action plan for your department.

Individual Impact

- Gain financial confidence to engage in budget discussions and financial reviews.
- Strengthen decision-making skills with financial analysis and data-driven insight.
- Enhance cross-functional communication by understanding financial implications.
- Build the ability to connect daily operational decisions to financial performance.

Organizational Impact

- Improve collaboration between financial and non-financial departments.
- Strengthen overall business performance through informed decision-making.
- Increase financial accountability and efficiency across all functions.
- Foster a financially literate workforce capable of supporting organizational goals.

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Training Methodology

This program uses an interactive and application-oriented approach that simplifies complex financial concepts into practical, actionable insights. Learning methods include:

- Real-world financial case studies and business simulations.
- Hands-on exercises in statement analysis and budgeting.
- Group projects focused on financial problem-solving.
- Interactive discussions with finance experts and facilitators.
- Guided development of a personalized financial action plan.

Beyond the Course

Upon completion, participants will be equipped to make financially sound decisions, manage budgets, and communicate with confidence in cross-functional business environments. Graduates will return to their organizations with a stronger understanding of how financial performance connects to strategic success.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver, set against a background of concentric circles.

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