



FINANCIAL TIMES **Guides**

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# FINANCE FOR NON-FINANCIAL MANAGERS

**JO HAIGH**

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## Praise for *The Financial Times Guide to Finance for Non-Financial Managers*

‘Jo Haigh is a master of translating complex accounting terms into a language that even the numerically challenged understand. Having heard Jo speak countless times, and witnessing the audience adore Jo’s straight talking speak – from young to old, rich to poor, start-ups to successful businesses – Jo is the darling of the owner/manager world.

The book is an extension of her renowned training courses and talks and is a must for those that just need to understand the critical aspects of numbers that then allows them to run their business efficiently. Having graduated from INSEAD, this book should be on the compulsory reading list for all MBA faculty. Jo’s previous publications are a delight and this one is no different!’

*Charlotte Mason, founder SiliconIOM and INSEAD EMBA07*

‘As a Managing Director of a manufacturing business with a manufacturing background I am indeed the ideal subject for a book like this.

A business is not something to be gambled with – just as we need to know how to maintain our motorcar, we need to know how to keep our business in good financial health and input from Jo Haigh goes a long way to focusing traditionally non-financial managers on the things that matter!’

*Peter Holmes, Managing Director, Anchor Magnets Ltd*

‘Whatever your profession there is one certainty of business life: you will never get to the top of any business, any public sector organisation or any charity without a confident understanding of the financial figures. I work with Boards and senior managers; I have worked with Jo. She is an impressive business leader who knows her numbers and has practically translated that knowledge into business success. Bottom line? She knows how to inspire that confidence because she knows what she is talking about. Top line? It may be what you do after the sums that matters, but if you don’t know your numbers you are not even in the game. If you want to get ahead, do the sums and buy Jo’s book!’

*Squadron Leader John Peters, MBA MRaES BSc (Hons) RAF Rtd.  
leadership and business coach, author of Tornado Down*

# FT Guide to Finance for Non-Financial Managers

## Table of Contents

Front Cover

Contents

About the author

Acknowledgements

Introduction

Chapter 1: Data and Decisions

- A few key lessons

  - Presentation

  - What data do we need to make a robust decision?

- A view from inside the finance department

  - Borrowing/debt versus equity

- What else can affect the financial statements?

  - Depreciation

  - Stock and work in progress (WIP)

- How external forces affect financial decisions, accounts and policies

- Shareholder requirements and actions

- Strategic forces

  - Cost savings

  - Interest rates

  - International currency management

- Business ethics

# **Table of Contents**

## **Chapter 2: Who Uses Accounting Information and Why**

### **Mandatory requirements**

Requirements for different sizes of company

### **Requirements for auditing**

The role of the auditor

### **Non-mandatory information**

### **The Interpretation of information in the public domain**

### **Management data**

### **Business health check tools**

Profit

Debtor collection

Stock days

Business sustainability

Relationships

Staff turnover

### **Access to information: stakeholders and interested parties**

Suppliers

The funder

Banks

Private equity firms/venture capitalists and angels

Asset lenders

Shareholders

The finance department

The board

HMRC

Regulatory bodies

Local and central government

Employees and prospective employees

The competition

# **Table of Contents**

Unions

Interdepartmental issues

Prospective acquirers

Professional advisors

## **Chapter 3: The Language of Finance**

Some basics

Key financial statements and their language

The balance sheet

Profit and loss account

Cash flow statement

Accounting language definitions and interpretations

The accountancy equation

Governance terms

Accountancy principles

Back to Basics

Financial language outside the finance department

Speaking finance

## **Chapter 4: Profit and Loss Business Drivers**

Ascertaining the overall business objective

Standard drivers

Profit

Cash

Customer service levels

Quality

Value and ethics

Where to start

Driver impact

Profit driver

Cash driver

# **Table of Contents**

Customer service driven business

Exhibit 4.1

Quality as a business driver

Value and ethics as a business driver

## **Chapter 5: Cash and Profit Understand the Difference**

What is cash?

What is profit?

Gross profit

Operating profit

Profit after interest and tax or net profit

Retained profit

The relationship between cash and profit

Which is more important profit or cash?

Cash flow statements and cash flow projections

Cash flow statement

Cash flow projection

Make more of what you have, be it profit or cash

Save on overheads

Check your credit rating

Free cash utilisation

Grants and free advice

Sell and lease back assets (or just sell them!)

Sell excess stock

Make money from excess space

Joint venturing and cost sharing

Check your bank charges

## **Chapter 6: The Balance Sheet**

The basics

Exhibit 6.1: A simple balance sheet example

# **Table of Contents**

Current assets

Current liabilities

## **Analysis of a balance sheet**

Current ratio

Quick ratio

Working capital

Debt/worth or gearing ratio

The fixed asset turnover ratio

The return on assets ratio (ROA)

## **The impact of intangible assets**

## **How assets are valued in a balance sheet**

The effect of cost less charges

## **Capital and reserves**

## **Notes to financial statements**

## **To summarise**

## **Chapter 7: Budgets and Forecasts**

### **What is a budget?**

Budgeting basics

### **Budgeting rationale and types**

New enterprise

Spend or expenses budget

### **What is a forecast?**

### **Differences between budgets and forecasts**

### **How to create a budget**

Suggested budget headings to consider

The balance sheet

Cash flow

### **Back to forecasting**

# **Table of Contents**

## **Chapter 8: The Management Accounts Pack**

What is a management accounts pack?

The basis of a pack

What is the real point of a management accounts pack?

Internal users

The board of directors

The executive management team

External users

Bank or stakeholder covenants

How the packs change

Evolution

Revolution

Who prepares the management accounts pack?

Current and future use and value of management accounts packs

Current value

Future value

In summary

## **Chapter 9: Capital Investment (Capex) and Investment Appraisal**

Why is the appraisal process necessary?

Project appraisal

The critical process

Corporate needs versus project needs

Optimising capital investment decisions

Major obstacles in making capital investment work

The nature of investment decisions and the appraisal process

Risk



# **Table of Contents**

## Approved methodology

- Cash

## Arithmetical appraisal techniques

- Non-discounted cash flow techniques

- Discounting

- Discounted cash flow techniques

## Other considerations

- Inflation

- Taxation

- Risk and uncertainty

- Sensitivity analysis

## Chapter 10: Health Checks and KPIs

### Business health checks

- Business health check definition

- Why bother with a health check?

- What a business health check includes

- A simple health check example process

- Specific elements that may be included in the report

- When to do a health check

### Output

- Measure performance and set targets

### Choosing and using key performance indicators

- About KPIs

- Selecting KPIs

- The key components of a KPI

- KPI project control elements

- How to format, develop and understand what is key

### How to improve quality at your business

### Checklist of health check questions

# **Table of Contents**

Failing to plan is planning to fail: a checklist of 50 important items for surviving and prospering during tough times

## **Appendices**

Appendix A: Sample Management Accounts Pack

Appendix B: Sample Full Published Accounts

Appendix C: Sample Abbreviated Published Accounts

Appendix D: List of Regulators

Appendix E: Sample Budget

Appendix F: Sample Health Check Report Form

Appendix G: Glossary of Finance and Investment Terms

## **Index**

## **Back Cover**