



Financial awareness

Mercuri International

Program overview

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The learning path covers the basics of business finance so that any employee who does not work in the financial department of a company can grasp its essence.

By understanding the key concepts and how to read the financial statements (Profit & Loss Statement, Balance Sheet, and Cash Flow Statement), learners will be equipped to use this data to guide their actions toward achieving company goals.

Audience

Both sales managers and sales professionals who could benefit from a clear and effective structure to analyse, measure and steer sales performance.

Duration

Digital content: 2 hours.

Delivery format

100% digital or in combination with face-to-face or virtual classroom.

Storytelling approach with an easy-to-understand business example to link the resources together. Videos, exercises, questionnaires, podcast episodes and open forums to connect with the community. All material is supported from laptops, tablets and smartphones.

Content overview

1

Introduction

- Get familiar with the key concepts in finance and discover how liquidity, financial equilibrium, and profitability play a key role in maintaining the business healthy

2

The 3 keys of finance

- Discover about the 3 main features in finance (cash, assets, and operations) and how they are linked to each other, guaranteeing a properly-functioning business

3

The financial statements

- Keep an eye on the 3 main features of finance by learning what the financial statements are and how they are structured. Profit & Loss Statements, Balance Sheet, and Cash Flow Statement won't be a mystery anymore

4

The Profit&Loss statement

- Absorb the structure of the P&L Statement and its deeper meaning. See how a real-life example could look like and practice on the outcome you can derive from it
- Master the correct calculations to measure profitability and how to improve it

5

The balance sheet


- Learn how to assess the financial stability of a company by analysing its balance sheet: discover how the combination of assets, liabilities, and stakeholder's equity populate some useful ratio

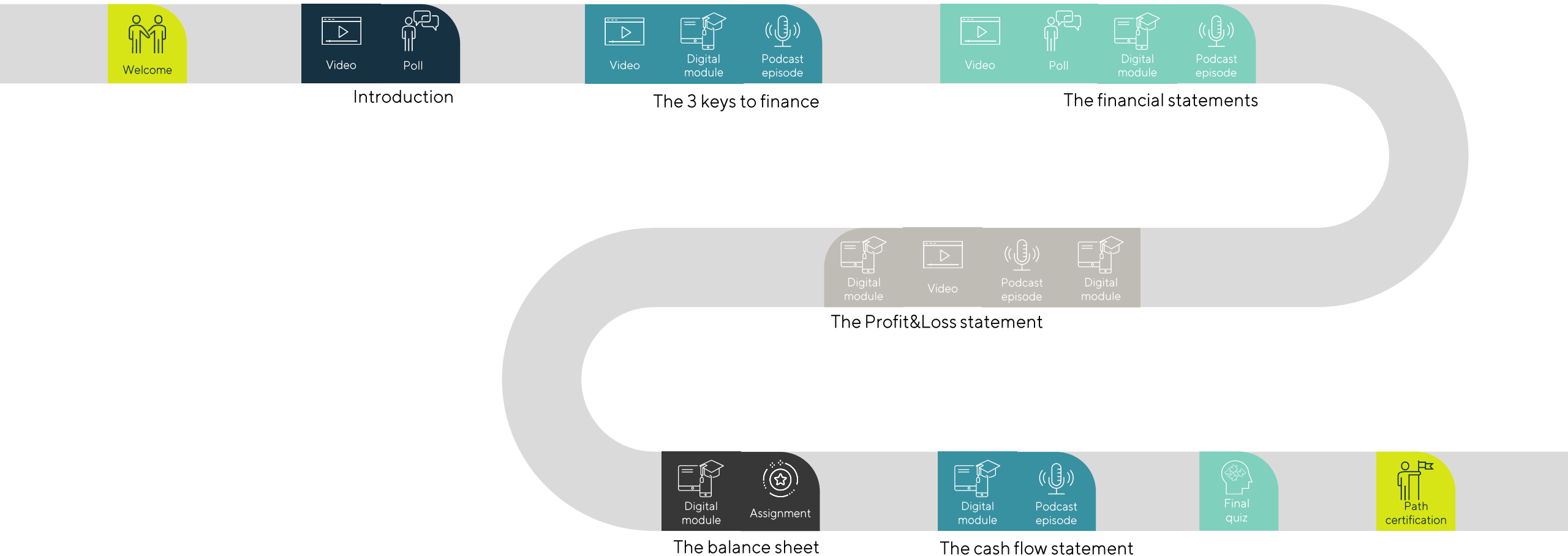
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The cash flow statement

- Monitor the amount of cash flow from the 3 main activities of a business (operating, investing and financing) to discover some key information on a company's health and plans for the future

Learning path

 Also available including face-to-face or virtual sessions along the path





Grow your people
Grow your business