

# Working with an Expert

Choose which areas you would like to receive mentoring in as part of your free 9-hour package.



## Finance for Non-Financial Managers

---

**Ensuring your business finance and accounting systems are robust is vital as business owners strive to sustain and grow their companies through and beyond the current economic challenges.**

Having an understanding of finance and accounting is key to driving the success of your business.

Our Working with an Expert programme aims to demystify accounting language so you are in control of the financial performance of your business and are using your financial data to make better, more informed decisions.

During the **online group coaching sessions** you will be provided with the tools necessary to interpret and manage accounting information and, for those that hire an accountant, to have a better understanding of what the professionals are telling you and to evaluate the guidance they give. You will learn how to apply key tools and techniques such as profit and loss statements, double-entry book keeping and break-even analysis to help you manage your business better.

The online group coaching sessions will be useful for business owners and managers who want to ensure their business planning and growth is based on a sound financial footing, and is geared towards anyone without a finance or accounting background.



# What would you like to know about during your online group coaching sessions?



## Jim can help you with:

- Double-entry book keeping
- Preparation of profit and loss accounts, balance sheets and cash-flow statements
- Analysis of accounting reports
- Controlling of cash
- Business planning, budgets, cash flow/forecasting
- Product costing
- Break even analysis
- Sources of funding
- Capital appraisal

**This package takes the format of 3 x 3 hour sessions on Zoom over a period of 3 weeks.**

Your Business Support Facilitator can assist you to sign up for this package.

## WHO IS OUR EXPERT?

### Jim Fletcher ACMA GCMA

Jim is a successful accounting and business professional with 40 years' commercial experience and an outstanding record of strategy & business planning, developing leaders and helping firms grow & surpass sales, marketing & profitability goals. His work has taken him across the UK and around the globe gaining knowledge and experience of importing, exporting and working with differing cultures.

Drawing on his many experiences Jim provides tailored coaching, consultancy, non-executive directorship and project management services, across a full range of business leadership, finance, sales & marketing and operations functions.

TALE is ERDF Funded  
[www.tale.org.uk](http://www.tale.org.uk) 07739 971656