

FINANCE ESSENTIALS FOR PROFESSIONALS

Integrate an understanding of financial concepts into your decision-making process to enable yourself to make well-informed choices.

This one-day program is designed to demystify finance for professionals by building practical financial literacy and business acumen that can be applied to more informed, confident decision making at work.

Rather than focusing on formulas or technical accounting detail, participants engage with finance through real-world business scenarios that illustrate how everyday decisions translate into financial outcomes. Participants explore how money flows through an organization, how costs and pricing affect profitability, and how leaders and teams evaluate opportunities using clear, accessible financial tools. Throughout the day, participants will work through a variety of applied examples making the content relevant regardless of role or background.



Audience:

This program is ideal for professionals seeking to strengthen their financial understanding and contribute more effectively to organizational decision-making.

Participants will walk away with these skills:

- Translate business activities into financial outcomes
- Read and interpret basic financial statements, including the Income Statement and Balance Sheet for organizational performance understanding
- Distinguish between profit and cash flow and explain how cash moves through an operating cycle
- Understand the impact of pricing, costs, and operational decisions on profitability
- Use essential financial ratios to assess performance, identify trends, and cash flow health
- Apply margin, breakeven, and ROI-based thinking to support more informed day-to-day decisions

Duration:

This program consists of one full-day, in-person session.

Cost: \$695 General Registration

Select Discounts Available

0.6 CEUs will be issued for this program