

# Finance for Non-Financial Managers

CEGOS SWISS. ONE ESSENTIAL AT A TIME.



## What's in it for you?

**In an increasingly interconnected business environment, where every decision has financial implications, being financially literate is a competitive advantage.**

In today's competitive business landscape, understanding financial concepts is no longer just for finance professionals.

Non-financial managers play a crucial role in driving organizational success, and having a solid grasp of financial principles is essential for making informed decisions, contributing to business growth, and enhancing overall performance.

Understanding finance allows non-financial managers to align their actions with organizational goals, identify value drivers, and proactively manage risks. It enables them to interpret financial statements, assess performance, and make data-driven decisions that drive business success and sustainability.

Non-financial managers who possess financial acumen are better positioned to drive efficiency, optimize resources, and capitalize on growth opportunities, ultimately contributing to the long-term viability and profitability of your organization. By demystifying financial concepts and providing practical insights, our learning journey empowers your non-financial managers to make strategic and impactful contributions to your organization.

## Who should attend?

Leaders & People Managers.

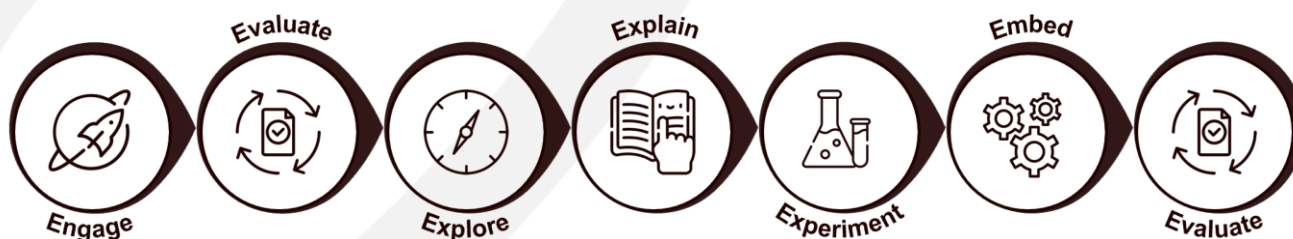
## Good to know:

Research shows that organizations with financially literate non-financial managers experience higher profitability, improved decision-making, and greater resilience in challenging economic conditions.

Investing in financial education for non-financial managers yields significant returns and fosters a culture of accountability, transparency, and financial stewardship throughout the organization.

## Cegos Learning Framework

We apply our holistic and dynamic Learning Framework to build learning journeys that deliver more than just awareness of competencies and skills.



**Every journey engages the learners beyond knowledge, learning step by step, to explore, experiment and embed their learning, transforming skills into performance.**

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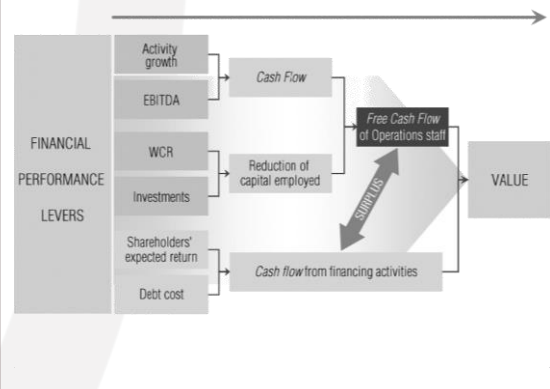
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## By completing this learning journey, they will:

- Use the language of finance more effectively, enhancing communication and collaboration with finance professionals.
- Integrate finance into decision-making processes, contributing to business success and sustainability.
- Conduct trade-off analysis and identify risks associated with business decisions, enabling informed choices.
- Interact more effectively with the finance function, leveraging financial insights to drive performance and achieve strategic objectives.

## A proven model:



## Digital learning:

- [Business model canvas](#)
- [Tools for effective decision-making process](#)

**#MAKINGADIFFERENCE**

## Delivery modes:



Blended learning accessible in our [LearningHub](#).



Can be delivered **in-person and/or virtually** as most appropriate to you and your learners.

## Duration: 14h total learning



**6 hours** of instructor-led learning.



**8 hours** of self-directed and on-the-job learning.

**REF: FNF**

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“I can drive value with every decision I make.”

**#TIL**