

# EYE ON THE BOTTOM LINE

## A Two Day Programme

This programme is designed to sensitize non-finance senior executives/managers to the financial implications of their actions and also provide an understanding of finance management principles. Participants will learn how to read, interpret and analyse financial statements and will be able to evaluate the financial performance of their organisations.

### **DAY ONE**

#### **Basic Concepts**

Basic concepts in financial management and introduction to financial statements.

#### **Understanding Financial Statements**

In this session the structure and contents of the Profit & Loss A/c and the Balance Sheet and the relevance of different items contained therein are explained.

The first two sessions are intended to lay the foundation and would be generic in nature.

#### **Requisites of healthy businesses: Managing Profitability and Effective Cash Flow Management**

**i) Managing Profitability:** Since the objective of any business enterprise is to generate profits, in this session we will discuss the concept of profit. Generating profit is the collective responsibility of the entire organization.

This session will also cover the concept of EVA and how much profit is sufficient.

#### **ii) Cash Flow Management**

It is an established fact that most business failures are caused by financial mismanagement. It is imperative for an organization to survive and prosper that Good Finance Management is practised at all levels across the organization.

In this session we will discuss the importance of effective cash-flow management for long-term sustainability.

## DAY TWO

### **Financial Decision Making and Evaluation of Financial Performance**

#### **Taking financially intelligent decisions with the help of Marginal Costing Principles**

The session helps participants to work out Break-even Points for their businesses/ projects, set targets for achieving sales, determine pricing policy, take marketing related decisions, understand the impact on profitability of decisions pertaining to credit given to customers, discounts offered etc.

#### **Case Studies on Application of Marginal Costing Principles**

#### **Evaluation of Financial Performance – Using Leverage Analysis**

How fixed cost assets or funds can be used to magnify returns to owners is explained in this session. Also covered is the impact of borrowing on profitability, how to maximise profitability by using leverages to one's advantage and the use of leverage analysis to understand how safe/risky an organisation is.

#### **Evaluating the health of a business through reading of a Funds Flow**

How to read Funds Flow Statements to get an insight into the happenings within an organisation, understand where the money has gone and whether it has been put to right use is the objective of this session. This will be done through a case study where the participants will be expected to evaluate the health of an organisation using a funds flow statement in a group discussion exercise. The participants will also get an opportunity to test the practical application of all the principles that they have learnt during the course of this programme.

#### **Methodology**

The programme will be practice oriented and shall comprise lectures, group discussions, case studies, etc.

#### **Programme Faculty: Dr Anil Lamba**

Bestselling author, financial literacy activist, and an international corporate trainer, Dr Anil Lamba is a practising Chartered Accountant and holds degrees in Commerce, Law and a Doctorate in Taxation.

Dr Lamba's training programmes are held internationally, with a client list exceeding 2000 large and medium-sized corporations spread across several countries including India, the USA, and in Europe, the Middle-East and the Far-East.

His latest books, '**Romancing the Balance Sheet**', '**Flirting with Stocks**', '**Eye on the Bottom Line**' and '**Financial Affairs of the Common Man**'; are making waves



### **Cancellation Policy**

Cancellation before:

- a. 30 days will attract a levy of 50% of the professional fees
- b. 15 days will attract a levy of 100% of the professional fees.

*Do feel free to contact Mr Praphulla Gaikwad, Manager – Projects, in case you may have any queries, on 020-26340316, 26348913 or mobile: +91-9922351352, or email us on [inquiry@lamconschool.com](mailto:inquiry@lamconschool.com). Please do visit us at [www.lamconschool.com](http://www.lamconschool.com).*