

**‘Advanced Finance Training for HE Commercial Managers’  
Wednesday 6 March 2019  
Bankside House, London School of Economics,  
24 Sumner Street, London SE1 9JA  
CUBO Member Rate £345 + VAT  
General Member Rate £414 + VAT**

## Who should attend?

*A course designed for Non - Finance Managers at an advanced level.  
A level of understanding of P&L required for attendance.*

## Overview

This course has been designed by Philip Webb, with real life experience of how finance understanding can help drive business performance and profits.

Finance decisions based on balance sheet understanding, allows an insight into credit risk, company value, and the presentation of company filed accounts to show the company’s results.

This course assumes either a completion of a Basic Finance Course, or an understanding of P & L reporting to a reasonable level. It builds an in depth understanding of balance sheets, liquidity, capital structures and leverage points, and then shows how a liquidation is treated, to complete the understanding.

Interpreting balance sheets is the outcome of this course, delivered by a trainer who holds 29 years’ experience in growing and financing businesses.

## Why should you attend?

By the end of the day delegates will have a working knowledge of strategic balance sheets, and be confident of being able to read full accounts and ask relevant questions.

This course has been developed by Business people, for business people. Usually aimed at the Senior Executives in an Organisation of any size, this one-day workshop assumes P&L understanding.

The course elements consist of the following:

- Introduction to the balance sheet
- Balance sheet ratios and measurements

- How to manage the Balance sheet
- Liquidation rights
- Leveraging a balance sheet
- Case study work to assess other company filing submissions
- Tips to interpret abbreviated companies accounts

## What are the aims of the training session?

At the end of the course delegates will be able to:

- Read and understand a balance sheet, with terms and measurements
- Be able to assess a balance sheet liquidity and the ability to pay
- Make recommendations to restructure a balance sheet, or request collateral support or guarantees where liquidity is in question
- Able to ask questions that uncover hidden or vague details
- Present the balance sheet to optimise your trading position

## What are the benefits of attending?

- Develop the skills and insights that build confidence in matters of balance sheet finance
- Improve financial analysis and deepen understanding
- Take control of the company filed and reported accounts
- Discharge your legal responsibilities described in the Companies Act, as a Director or Senior Officer
- Learn from the experiences shared with others during the day

## About the Presenter



Philip Webb set up his first business in 1990, selling computer hardware, networks and consultancy. This business grew from start-up to £6.7m in just four years, and was sold in 1996. Philip then established a 50:50 JV with BDO to delivery consultancy support to SME businesses and to the UKGOV Small business service.

Philip went on to build and sell a further five companies, floating one on the UK OFEX stock market.

Instrumental in supporting over 140 businesses in three years under a GOV sponsored “high growth support programme” His practical knowledge and broad experience assisted many companies to find early success and rapid growth. His 29 year long and wide experiences of restructuring and growing business now form the backbone of TAM UK.

## How do we book on this course?

Please follow the link below:

[https://www.universityhospitality.co.uk/?post\\_type=seminar&p=1464&preview=true](https://www.universityhospitality.co.uk/?post_type=seminar&p=1464&preview=true)

Or alternatively, please contact Lynn Kenny at [information@universityhospitality.co.uk](mailto:information@universityhospitality.co.uk) or call 0114 222 8983/28907

## The venue

The course will be held in the Balcony Room, Bankside House, London School of Economics, 24 Sumner Street, London SE1 9JA.

The day closes around 5pm, but ongoing lifetime support is offered to all Delegates in respect of any queries relating to Finance and financial understanding.