



**‘Building Finance Business Cases’
Tuesday 15 October 2019
Halifax Hall Hotel, The University of Sheffield
CUBO Member Rate £395 + VAT
General Member Rate £464 + VAT**

Who should attend?

A course designed for Non - Finance Managers at an advanced level. Any person who is involved with constructing or authoring Business Cases within the organisation and where there is a financial component or finance justification needed for approval. A level of understanding of P&L required for attendance.

Overview

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

A business case in most cases requires a “return on investment” statement or needs to demonstrate the impact on the financial position of the organisation. The various components of impact from P&L, Balance Sheet, and understanding of the variable factors such as depreciation and financial modelling can produce different ROI’s, is the outcome of this course, delivered by a trainer who holds 29 years’ experience in growing businesses. All course notes will be provided.

Why should you attend?

By the end of the day delegates will have a working knowledge of strategic business finance, business case submissions and calculations, and be confident of being able to use different models to show the desired results. The day concludes with ideas and approaches as to how to present business cases for best results

What are the aims of the training session?

- Understand how business development cases can affect the financial reports
- Select capital or revenue models to suit varying situations
- Use knowledge of both depreciation and intangible assets can affect the outcome
- Use other sector models to support your business case
- Explore presentation approaches for best results

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 a level of P&L reporting, although some recap is offered to re-familiarise.

The course elements consist of the following:

- Recap of P&L measurements and cash flow
- Revenue based business cases
- Capital related business cases
- Depreciation policies and how to present them
- Business modelling
- How to calculate intangible asset creation
- Developing presentation techniques and reporting
- 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 deliver 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 and

a recently launched national charity called Investors In Community

How do we book on this course?

Please follow the link below:

[Building Finance Business Cases](#)

Or alternatively, please contact Lynn Kenny at information@universityhospitality.co.uk or call 0114 222 8983/28907

The venue

The course will be held at Halifax Hall Hotel, Endcliffe Vale Road, Sheffield S10 3ER. For further information, please follow the link below:-

<https://www.halifaxhall.co.uk/>