

A 2-DAY BOOT CAMP FOR NONFINANCIAL MANAGERS

*Understanding*

# FINANCIAL & ACCOUNTING

## CONCEPTS, STATEMENTS & TERMINOLOGY

*Pain-free.  
Stress-free.  
We Guarantee It.*

This plain-English workshop takes the stress out of finance and accounting terms, concepts, and statements. Leave your dictionary at home. We've taken the tough stuff and made it easy to understand so you get it right the first time, every time. Guaranteed.



### YOU'LL LEARN ABOUT:

- ROI
- Balance sheets
- Operating margin
- Budgeting
- Forecasting
- Assets
- Liabilities
- Equity
- Comprehensive income
- Revenue
- Expenses
- Gains and losses
- P&L statements
- GAAP analysis
- Payback calculations

### Ever feel like something's missing from your skill set?

When the numbers drive your business and your success, you can't afford to be in the dark. Get a fast, easy update on the most important career skill you need – understanding finance and accounting.

ENROLL ONLINE AT [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com) OR CALL 1-800-258-7246.

# Dread Finance and Accounting? Help Is Here and It's Stress-free!

**"This was a wonderful training experience. I would highly recommend this program to others."**

– L. Vlastos, Supervisor

**"This training more than met my expectations. I have new confidence in my ability to understand financial concepts at work."**

– G. Hobert,  
Applications Specialist

**"I loved how interactive this training was – everyone got answers to their questions."**

– J. Levegaore,  
Health Care Manager

You know the feeling in the back of your mind when someone brings up the numbers side of business ... alarm. It feels like EVERYONE else understands what's going on but you. You can fake it ... but for how long?

Sooner or later you have to understand what the numbers mean and how they impact your organization. After all, making sound financial decisions is what sets apart good managers from GREAT managers.

That's where this can't-miss workshop comes in. You'll learn the ins and outs of finance and accounting in a stress-free environment.

## Ever feel like you're hearing a foreign language when talk turns to finance?

ROI. Budgets. COG. Forecasting. Operating margin. Ever think to yourself, "It's all Greek to me"? You aren't alone. The number one reason most managers get the "finance heebie-jeebies" is because it is hard to understand. Most of these concepts are foreign to everyone but accountants and CFOs. It's something you have to learn on the job.

This workshop breaks down key terms and concepts you're most likely to hear at work. It gives you straightforward definitions with real-world examples that help you keep it in perspective.

## We keep it simple to help you remember more of what you learn.

When you attend **Understanding Financial & Accounting Concepts, Statements & Terminology**, you'll get financial and accounting training in plain English. We break down complex formulas and statements so they're easy to remember AND use. You'll also leave with our exclusive Desktop Reference Guide. It's chock-full of every definition, formula, and ration you'll learn. You'll be able to turn to it time and again when it matters most.

## Put the numbers to work for you and watch your success soar!

Whether you want to justify your budget to get more help ... get support for a project ... or contribute in key decision-making meetings, this course is for you. Once you understand the numbers, you'll be able to put them to work for you.

# What's Your Finance & Accounting I.Q.?

Take the following quiz to test your finance and accounting knowledge on these very common business questions.

- 1. Which statement identifies your organization's financial position?**
  - a. Income statement
  - b. Balance sheet
  - c. Cash flow statement
  - d. All of the above
- 2. To calculate break-even quantity, you must know your price, fixed costs, and:**
  - a. Variable cost
  - b. Budget
  - c. Advertising cost
- 3. True or false? A flexible budget is prepared before the start of the fiscal year.**
- 4. A company has more cash when:**
  - a. Profits go up
  - b. Accounts receivables increase
  - c. Customers pay their bills earlier
  - d. All of the above
- 5. Working capital does not include:**
  - a. Cash
  - b. Inventory
  - c. Accounts payable
  - d. Property and equipment
- 6. True or false? A balance sheet lists current assets first.**
- 7. This budget is a plan revenue and expense:**
  - a. Static budget
  - b. Cash budget
  - c. Operating budget
- 8. True or false? Financial leverage is when organizations choose to lock in fixed costs rather than interest to leverage profits.**

### How'd you do?

Did you hesitate on even one answer? If you did, you owe it to yourself and your organization to attend this critical training. After all, every decision you make directly impacts your organization's financial health. That's why it's never been more important for you to understand the numbers side of business.

(Answers on Page 6)

## Pain-free. Stress-free.

Does the thought of crunching numbers with strangers leave you cold?

Let's admit it. Nothing works up a cold sweat like the thought of displaying our not-so-hot math skills in front of our peers. In fact, it's one of the most common reasons people avoid finance workshops today.

The good news is you're in good company. Outside of the financial industry, not too many people enjoy a good round of financial conversation – much less, number crunching.

When you attend this workshop, you'll learn secrets, tips, and shortcuts to understanding the ins and outs of accounting and finance. You'll be in a comfortable learning environment with people who know and understand your pain ... fear ... and stress.

We guarantee you'll walk away with the skills you need to be a stronger manager who makes solid financial decisions.

**"Very informative. Highly effective."**

– G. Berg, Senior Manager

**"Very insightful and well integrated. Provided many interesting tips and valuable information."**

– J. Steineger, Vice President

## WORKSHOP BONUS:

### FREE Desktop Reference Guide!

When you attend *Understanding Financial & Accounting Concepts, Statements & Terminology*, you'll receive an intensive study guide that includes every ratio, financial statement, and accounting concept that's covered in the course. Your training guide is sure to serve as a handy desk reference you'll refer to again and again throughout your career.

This resource is available exclusively to participants of this training ... you won't find it anywhere else!

### Don't Forget Your Calculator

Please bring a calculator to this workshop. You'll be involved in a variety of exercises in which you will apply what you learn, and a calculator will help you work through these exercises efficiently.



### Your RISK-FREE Guarantee of Satisfaction

National Seminars Group proudly stands behind *Understanding Financial & Accounting Concepts, Statements & Terminology* 100% with our no-risk guarantee of satisfaction. So, if you're hesitating because you're not quite sure if this workshop is for you – go ahead and enroll.

We guarantee you'll be thrilled with the vital skills, powerful techniques, and important insights you gain – or we'll give you your money back in full. You have nothing to lose and a wealth of hard-hitting numbers know-how to gain!

# Your Comprehensive Workshop Agenda

Workshop hours: 9 a.m. to 4 p.m.

Registration begins at 8:30 a.m.

## I. Demystifying the Terminology and Speaking Intelligently About Financial Issues

- Learn the most common accounting and finance terms and what they mean
- Find out what causes the most confusion between accountants and managers – and how to avoid it
- Learn the top 10 financial terms you must know and what they mean
- See how to turn confusing language and numbers into meaningful data you can and want to use
- How to present proposals and recommendations in terms of hard dollars ... and get faster approval
- Learn the basic accounting equation and how to use it
- Deciphering the language of business so you can speak it fluently with anyone

## II. The Basics of Finance for Managers and Supervisors

- 5 components of working capital and why it's critical to your day-to-day operation
- Calculating expenses and revenue on a cash vs. accrual basis
- Fixed vs. variable cost: understanding the difference
- Learn the true meanings of profit and loss
- Top financial concepts that you'll always need to know

- What you must know about payables and receivables
- Key financial indicators that will tell you if your organization is on the right track
- Which specific numbers to rely on when developing a budget

## III. Sharpen Your Decision Making With Powerful Financial Tools

- Making better decisions using break-even analysis, forecasting, and other powerful analysis tools
- 5 ratios that can be early indicators of danger ahead
- Learn an easy formula for calculating break-evens
- Your role in controlling cash flow – even if you aren't a profit center
- Techniques for measuring the financial performance (and risk) of any project
- How to evaluate the relative degree of risk for a project
- 5 valuable questions to ask when dealing with a financial problem
- Calculating ROI for the true "bottom line"

## IV. Keys to Interpreting Financial Statements Quickly and Accurately

- How to read and interpret 3 types of financial statements: balance sheet, income statement, and cash flow statement

- How to examine the P&L statement and see how revenue is generated, profitability, and more
- Basic steps in preparing a financial statement
- Types of long-term assets and the role depreciation plays in determining their worth
- How to scan a financial statement and find the information most valuable to YOU

## V. Must-Know Accounting Basics

- How the accounting cycle works
- Accounting for assets, liabilities, revenue, and expenses
- The difference between cash and accrual accounting
- What every manager must understand about Generally Accepted Accounting Principles (GAAP)
- Debits and credits: how to sort through these transactions

## VI. Tools That Make Your Job Easier

- Valuable tips for setting up your own spreadsheets
- 3 important ways a PC can sharpen your projects and analyses
- An overview of software packages that will make your job much easier

## On-site Training

### Enterprise Learning Solutions: We'll Bring the Training to You!

Give ALL YOUR key managers the financial know-how they need to make on-target business decisions.

Our on-site training makes it possible to train all your managers and supervisors on the keys to finance and accounting – at once. That means ALL your key decision makers can be fully versed in the financial analysis tools and techniques required to properly assess business risks and opportunities.

With our training solutions you choose the date, the time, and the place, and we'll do the rest! Here's what you can expect ...

Just think of what your organization could accomplish if all your key decision makers had the know-how they needed to control costs, build more accurate budgets, forecast revenues and growth, and determine true project costs.

Contact us at 1-800-344-4613, to discover how easy and cost-effective it is to partner with National Seminars Group. Or visit us online at [www.NationalSeminarsTraining.com/onsite](http://www.NationalSeminarsTraining.com/onsite).



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STAR12 Enterprise Learning Solutions offers organizations customized training solutions. Enterprise Learning Solutions offers on-site training, digital training, and STAR12 memberships for groups as small as 10 people. We can create a blended learning solution by combining any training format you want and need. And we'll deliver it all when, where, and how you want it.

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### ANSWERS TO FINANCE & ACCOUNTING QUIZ

1. B 2. A 3. FALSE 4. C 5. D 6. TRUE 7. C 8. FALSE

### Recommended Resources From Our Training Experts ...

Everything you need to work with and understand the numbers that drive your organization!

*How to Read Financial Statements* (60-Minute Audio)

*How to Communicate Financial Information to Employees* (CD-ROM)

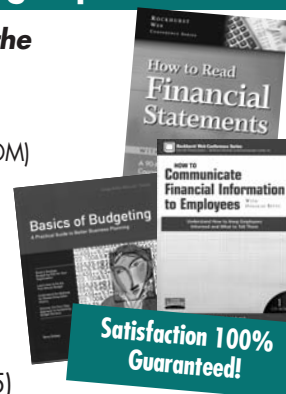
*Basics of Budgeting* (Book)



Bonus FREE Product –  
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## To Enroll ...



Register online at  
[www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com)



Call toll-free 1-800-258-7246



Fax the completed registration  
form to 1-913-432-0824



or Mail the registration form  
to: National Seminars Group  
P.O. Box 419107  
Kansas City, MO 64141-6107

### Registration Information

Our Registration Center is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

**Group Discount:** When 3 enroll from your organization, a 4th may attend for FREE!

**Check-in** begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

**Cancellation:** If you cannot attend, you may send a substitute or receive full credit toward a future enrollment. For cancellations made 5 or more business days before the event, you may request a refund less a \$10 enrollment fee. For enrollments made in conjunction with a STAR12 purchase, STAR12 cancellation rules apply – visit the Information Center at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com).  
**CEUs:** Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions.

**Tax Deduction:** The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

FED ID #43-1576558

## REGISTRATION FORM

### 1. Enrollment Fee

Group Discount: When 3 enroll from your organization, a 4th attends FREE. Group discounts apply to seminar registrations only, and cannot be used for STAR12 memberships.

### 2. Names of Attendees (Please Print)

(Please list additional registrations on a separate sheet and attach.)

1. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_

City/Event #: \_\_\_\_\_

2. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_

City/Event #: \_\_\_\_\_

3. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_

City/Event #: \_\_\_\_\_

Please send me \_\_\_\_\_ copies of *The Essentials of Finance & Accounting Collection* (Item No. FNAC710) at \$389 each. Add 7% or applicable sales tax to your product payment. Shipping fees are \$6 for first item; \$1.50 for each additional item, express extra. Method of payment is indicated in step 4.

### 3. Company Information (Please Print) \*Phone required in case of last-minute changes.

Organization \_\_\_\_\_

Address \_\_\_\_\_ Mail Stop \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Approving Supervisor: Mr./Ms. \_\_\_\_\_

E-mail Address \_\_\_\_\_

\*Phone \_\_\_\_\_

\*\*Fax \_\_\_\_\_

Sign here \_\_\_\_\_

\*\*This fax number will be used to send confirmation of your registration as well as to notify you and your organization of upcoming events in your area and provide you and your organization with special discount offers. By signing, you and your organization are giving permission for RUCCEC to use your fax number for these purposes.

### 4. Method of Payment

If you have registered by phone, please record your confirmation number here:

Check payable to National Seminars Group is enclosed

Charge to:  MasterCard  VISA  American Express  Discover  Diners Club

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Bill my organization; Attn: \_\_\_\_\_

(Note: Full registration fee due and payable prior to start of workshop)

Our purchase order is attached (government, educational, and health-care organizations only)

### 5. Important: Your VIP Customer Number

□□□□-□□□□□□-□□□□-□□□□

Fill in your VIP Customer Number as it appears above the name on the mailing label.  
(Record the number even if the label is addressed to another individual.)

SD, WV and CT residents, please add applicable sales tax to your payment. If you are tax-exempt, enter your tax-exempt number here: \_\_\_\_\_ and attach a copy of your tax-exempt certificate.

Program hours: 9 a.m. to 4 p.m. • Registration begins at 8:30 a.m.



## NATIONAL SEMINARS GROUP

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