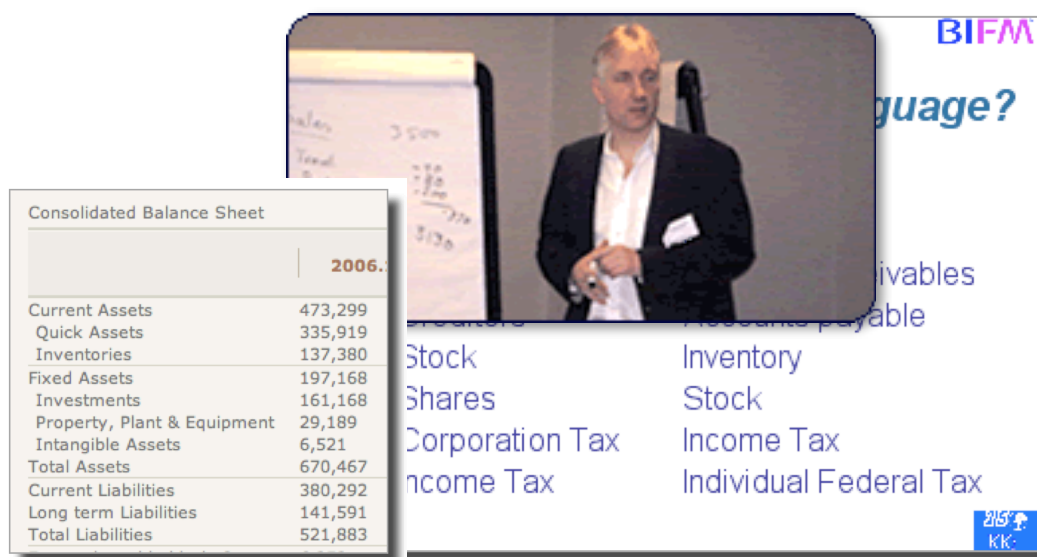


Finance Workshop Description

Kevin Parker KKI Associates

Thanks to the Princes Youth Business Trust for Scotland (**PSYBT**), KKI is running a one day training day in 'Finance for Entrepreneurs and Small Businesses' in **Glasgow** on **15 March 2012**, repeating it in **October** (date to be confirmed).



This course is all about demystifying basic business finance and accounts, so that us mortals can at least interact with company/organisation finance people and have half a chance of knowing what they are saying and signpost situations when they absolutely must use professional accountants.

The material is based on my experience from working in businesses varying from SME's and Start-ups to a major Oil Company, and around 10 years of developing training material for non-financial people. As well as the Princes Trust, it has run in its latest incarnation for Edinburgh, Dundee, and Glasgow Universities, and as CPD for a professional Institute, each time receiving average feedback scores over 90%.

You should come on this course if you:

- Are interested in starting a new business, but find the money and the jargon intimidating;
- Would like to understand what the stock market is about;
- Watch Dragon's Den and think you could do better, or are otherwise trying to raise money for a business;
- Have just been promoted (good news!), but then immediately told by the boss 'now prepare a budget' (bad news...).

At the end of the day you will be able to:

- Prepare a cash budget using an Excel template;
- Understand what profit/loss statements and balance sheets are and how they are constructed;
- Understand the basics of ‘dragon’s den finance’ (“I’ll sell you 40% of my company for £1m”);
- Tell how quickly a company pays its creditors and gets paid by its debtors;
- Understand the difference between capital and revenue items;
- Understand the difference between full and marginal costing;
- Understand the difference between overheads and direct costs;
- Fill out a VAT form;
- Know the meaning of accruals, depreciation, creditors, reserves, and a whole lot of other accounting terms.

You will take away

- A hard copy workbook featuring all the slides, explanatory text, exercises, examples and references for further reading;
- Electronic copies of the spreadsheet exercises including the Excel budget template mentioned above.

The Workshop will take place at the PSYBT offices at 15 Exchange Place, Glasgow G1 3AN. A detailed map will be sent with the joining instructions.

The PSYBT will be sending a number of extremely bright and energetic young people who have received funding from their innovation/growth fund, generally in their 20's, all on their way to greater things (think of a room full of potential Michelle Mones). They are great to train and work with, good people to have as future contacts, and we get through a lot during the day. My working assumptions for all attending the workshop are;

- You have no prior knowledge of finance (really, none needed);
- You are able to do primary school arithmetic. The material has been vetted by a primary school teacher, and he tells me that 10 year olds could do this workshop. The more complex exercises are done on spreadsheets provided by the tutor, which means the arithmetic is done for you;
- You are prepared to work really hard during the day, and get through a lot of material;
- You don't have too much on the following day because you'll be tired!
- You are in, or potentially in, a situation where you really need to know this stuff.

Fees and Booking

The Standard fee for this Workshop is £100 per person for those in employment, £50 for students and other concessions . PSYBT-supported businesses should book directly with PSYBT, all others should e-mail their interest to Kevin Parker at:

kevin@kkitech.com