

Here it is—the nationally acclaimed
two-day finance workshop ...



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Fundamentals of **Finance & Accounting** for Non-financial Managers

**Learn how to understand and apply
the principles of finance and accounting**

You'll learn powerful skills with big benefits:

- § How to read financial statements
- § How to use proven accounting methods to forecast revenue and plan for growth
- § Clearing up the most common misconceptions non-financial managers have about “the numbers”
- § How to discuss and report financial data in the appropriate terminology
- § 15 indispensable terms that will help you speak the language of finance and accounting
- § How to zero in on the important numbers in any financial report
- § How to recognize opportunities for improving cash flow and profit contribution
- § PLUS MUCH, MUCH MORE

Who needs this training?

If you are in or getting ready for a management position ... If you must prepare, interpret or approve budgets, financial reports or business plans ... If you want to be able to better understand and communicate the financial results and performance of your organization ... this seminar is for you. It cuts through the theory and jargon to provide practical, real-world training in the essential financial skills that every manager needs.

Turn to pages 4 and 5 for a complete outline of the program.

Enroll today! Call toll free 1-800-873-7545

*We're
coming
to your
area ...*

 Presented by
SkillPath Seminars
The Smart Choice®

Increasing your skill with “the numbers” will make you a better manager

More than ever before, today’s managers are required to understand and speak the language of finance and accounting in order to achieve their goals, objectives and bottom-line results. In this nontechnical, real-world-oriented training, you’ll gain the finance and accounting savvy you need to plan budgets, justify requests, spot problems before they get out of hand and much more. You’ll learn the practical financial concepts and skills that will help you make better management decisions.

This comprehensive two-day program shows you how to become a better manager by learning how to apply the basic financial principles so critical to your success.

Attend these intensive two days of training and gain vital financial knowledge you’ll use throughout your career.

You’ll gain valuable skills that will benefit you and your organization forever

- § **How to focus quickly** on the figures that matter most in reports, budgets and balance sheets
- § **How to avoid problems and recognize opportunities** that can affect the bottom line of your organization
- § **How to use basic financial tools** to measure results and plan for growth
- § **How to present reports and plans in sound financial terms** for greater impact and acceptance at all levels of management
- § **How to gain confidence** and increase your comfort level in working with financial facts and figures
- § **How to save money, time and frustration** by learning the standard practices, language and fundamentals of finance and accounting
- § **How to use the numbers to gain perspective** for strategic planning and decision making
- § **How basic skills in finance and accounting** positively affect all parts of your job, including managing people, setting short- and long-term objectives and controlling costs

Three more reasons to choose this workshop:

1. **Compare the content.**
Compare the course material (outlined on pages 4 and 5) with that offered by any other training provider. We think you’ll agree that this is the most thorough and complete finance and accounting workshop being offered by anyone, anywhere.
2. **Compare the trainer.**
After just two days, you’ll gain a firm grasp of the terminology, applications and fundamentals of finance and accounting. The trainer for this workshop is a true finance and accounting professional—dedicated to giving you the know-how to handle the numbers.
3. **Compare the guarantee.**
It’s simple. If you’re not happy, we’re not happy. If you’re not absolutely delighted with the value and benefits to be gained from this workshop, we’ll refund your tuition in full or arrange for you to attend another SkillPath seminar without paying another penny.



To enroll: Call toll free 1-800-873-7545, on-line at www.skillpath.com, e-mail your enrollment to enroll@skillpath.com, fax your enrollment to 1-913-362-4241 or mail in the enrollment form on page 7.

A special message from your trainers ...

Dear Professional:

It's a fact of life that your ability to handle "the numbers" is one of the most important business skills you can possess.

Whatever your functional area of responsibility, whatever your current position—your competence, effectiveness and success are dependent, to some degree, on your ability to understand and apply the principles of finance and accounting.

That's why we developed *Fundamentals of Finance and Accounting for Non-financial Managers*. It's expressly designed for executives, managers and supervisors who are often required to deal with financial data but who don't have formal financial training.

Our powerful program was developed to make you ...

- *more comfortable* with financial terminology and reports
- *more confident* about making financial plans and decisions
- *more productive* and valuable as a member of your organization's management team

We'll show you how to interpret the financial reports that cross your desk and use them as valuable decision-making tools ... how to gain faster approval of new plans and ideas by presenting them in the appropriate financial terms ... and how "financial literacy" improves your professional credibility.

This two-day workshop is packed with practical, real-world information you'll use right away.

Plus, you'll take back a workbook that will become your valued desktop reference, complete with guidelines for preparing financial reports, definitions of accounting terms and professional pointers for staying on top of the numbers important to you in your work.

Please take a moment now to look over the complete outline of this workshop on pages 4 and 5. Then invest just two days. We promise that you'll gain valuable finance and accounting skills that you'll use throughout your career.

Reserve your place today by calling 1-800-873-7545, on-line at www.skillpath.com or by mailing the registration form on page 7.

See you at the workshop!



David Drew
Fundamentals of Finance and Accounting
for Non-financial Managers Trainer



Patrick Gravine
Fundamentals of Finance and Accounting
for Non-financial Managers Trainer

Course Outline

Two days—that's all it takes to learn how to apply the ground rules of finance and accounting

Day 1 9 a.m. to 4 p.m.

How to understand and use the “language of business”

- What every manager needs to know about the basic building blocks of accounting and finance
- How to cut through the jargon to translate financial data into meaningful concepts and understandable terms
- The 15 financial terms your business vocabulary *must* include
- Financing business—where the money comes from ... types of loans ... short-term, long-term financing ... unsecured loans ... factoring ... advantages and disadvantages of each
- How to present your ideas and plans in the appropriate financial terms
- How to avoid the most common sources of confusion between accountants and managers
- 5 important ways understanding and applying Generally Accepted Accounting Principles (GAAP) will make you a more effective manager

“Finance 101” for managers

- Which concepts of budgeting *all* managers need to understand
- 2 powerful financial concepts you'll use throughout your career
- The important differences between figuring expenses and revenues on a *cash* versus *accrual* basis
- 4 real-world examples of how to use depreciation to reduce taxable net profit
- How to identify *fixed* versus *variable* costs
- How to develop workable rules for setting up financial statements
- When and why to capitalize expenditures
- Payables and receivables—what *every* manager must know
- “Profit” and “loss”—understanding the real meaning of each

Please bring a pocket calculator with you to the workshop.

Day 2 9 a.m. to 4 p.m.

How to use the financial tools available to you to make better management decisions

- 3 measuring sticks for evaluating the financial performance of any endeavor
- How you play a role in controlling cash flow even if your department is not a profit center
- When and where to record business transactions and how to use the information recorded
- How to quickly decipher balance sheets, income statements and cash flow reports
- Tips from the professionals on how to prepare financial statements
- How to report financial information in the proper format
- How to use a simple formula for figuring break-evens

- 3 quick ways to find the vital numbers in any financial report
- The key financial ratios to consider when analyzing financial statements
- How to use accounting principles to make realistic growth projections
- 2 important elements to look for in annual reports

Computers and financial management

- Overview of the available software packages: Accounts receivable and payable programs, budget tracking systems and more
- Recognizing what personal computer software programs can do for you—and what they can't
- Evaluation criteria to help you select the best software package for your unique needs

Generally Accepted Accounting Principles—how to set up financial statements and reports

- How to compute net worth and stockholders' equity
- How to account for assets, liabilities, equity, revenue and expenses
- Understanding the basic "T" accounting system
- Sorting business transactions into the appropriate debits and credits
- Understanding the basics of the accounting cycle
- Checking for accuracy: The value of taking a trial balance
- Simple guidelines for posting accounts
- How to understand and interpret the most common financial reports

Enroll today!

*Call toll free 1-800-873-7545 or
on-line at www.skillpath.com*

Brought to you by SkillPath—

The Smart Choice® for people serious about success

SkillPath trains thousands of achievement-oriented professionals like you every month, from organizations of all sizes and all types—business, government, health care, education and the military. Our seminar leaders are a select group of trainers at the top of their profession—skilled teachers with a tremendous depth of knowledge in their respective topic areas. Our commitment to providing you with the highest-quality learning experience possible has made SkillPath the fastest-growing training company in the world. Attend this seminar and experience for yourself the positive effect of powerful ideas, skillfully presented.

Is *Fundamentals of Finance and Accounting for Non-financial Managers* worth two days of your valuable time?

YES! But don't just take our word for it. Read what past participants have to say:

"I now understand most of the 'accounting jargon' I've been bearing at work. Financials make a lot more sense to me now."

- Julie Nowicki, Office Manager, European Industrial Products

"Seminar gave a good overview of the financial process and the specifics of determining a solid business. Very beneficial in giving pointers on how to interpret my company's financial documents."

- Karen Moore, Regional Manager, 360° Communications

"This two-day seminar is the most informative accounting class I have ever attended. It has opened my eyes to all aspects of finances. I would recommend this seminar to anyone."

- Oscar Brown, Executive Supervisor, Elite Roofing Co., Inc.

Another great reason to attend ...

Your trainer David Drew or Patrick Gravine

David and Patrick are firmly established financial experts and veteran trainers who'll raise your comfort level and skill in managing the "numbers" side of business.

They represent the "cream of the crop" in the financial industry and were hand-picked for their depth of knowledge and wealth of experience. You'll benefit from their years as financial decision makers and their keen ability to present this vital information in a meaningful and understandable way.

Through their astute eyes, you'll see finance clearly and, for the first time, it will make complete sense. They'll walk you through the hows and whys of budgeting, financial reports, balance sheets, cash flow and every other tool critical to your company's livelihood.

There's not a single boring minute in this fast-paced training experience. These pros pack it with energy and excitement, exploring finance and accounting from every angle and uncovering techniques even veterans will use and appreciate.

They've helped thousands of business professionals build their confidence and expand their careers. Now they'll help you build a firm foundation of financial know-how so the next time you're on the firing line, you'll have the right information ... to make the right decisions.



On-site training and keynote speaking ...

We can deliver this workshop right to your company's door or provide customized, you-pick-the-day training on any program pertinent to your organization's training goals. Or let our staff of professional trainers add sparkle to your next corporate or association meeting with a stimulating keynote speech designed just for you. Whether you have 3 or 300 people to train, SkillPath is the answer. For complete details and a no-obligation quote, call 1-800-873-7545 and ask for the on-site training department.

America's Top 500 Companies Can't Be Wrong

Top-notch trainers, comprehensive materials and our guarantee of satisfaction ensure that a quality learning experience awaits you at every SkillPath program—three of the reasons that all 500 of the Fortune 500 companies choose us to train their people. We hope you will too. After all, when you need training, why settle for less than the best?

SkillPath's continuing support ... We don't just stand behind our seminars, we stand behind *you*. If, after attending the seminar, you're faced with a finance or accounting problem and don't know where to turn—try us. Just send a brief description of your particular problem or question and one of our finance and accounting specialists will promptly respond. Where else can you find that kind of support? *Nowhere but with SkillPath.*

Important Information

Our registration table opens at 8:15 a.m. on the first day. When you arrive at the hotel, please check the directory for the exact location of the seminar. Our registrars will greet you, assist you with your registration (or collect your Express Admission Ticket), hand you your seminar materials and direct you toward your seat. You'll also want to take the opportunity to meet other professionals from your local area. Introduce yourself! You may meet a new friend. Plan to be registered and ready to go by 8:50 a.m.

We begin each day at 9:00 a.m. on the dot and wrap up at 4:00 p.m. Lunch is on your own from 11:45 a.m. to 1:00 p.m. Why not invite another participant to dine with you? You can share information, review the morning and make each day even more enjoyable.

Parking. We do our best to find seminar facilities that have all the pluses we look for: Convenient location, great meeting rooms, courteous staff and plenty of free parking. However, some facilities have paid parking only. You may want to check with the facility personnel to determine parking fees—often they can direct you to free parking just around the corner.

Audio/video recording. Our programs—both what you see and what you hear—are fully copyrighted by SkillPath. No audio or video recording, please.

Still Haven't Picked Up the Phone?

Five More Good Reasons Why You Will Want to Attend This Program ...

- 1. Our trainers are the best ... period.** We choose only the pros who have a proven track record of training effectiveness, professionalism and expertise. And what's more, they're exciting communicators who'll provide you with two of the most interesting days you've ever spent.
- 2. We give you only the most important, important information.** There's a lot of information out there that could take you years to gather on your own. In two fast-paced days, we'll give you what we believe is the best, most important information to help you be the best you can be.
- 3. Practicality is emphasized.** You will leave this seminar with specifics you can apply immediately. And you won't go home empty-handed. You'll leave this workshop with a Certificate of Attendance; a soundly researched, unabridged workbook; and step-by-step guidelines for using the information you've just learned. We promise you'll get results your very next day back at work.
- 4. The value is unbeatable.** Not only is our enrollment fee among the lowest you'll find, when four or more enroll from the same organization, you'll enjoy a significant discount.
- 5. Our guarantee is unconditional, straightforward and the very best in the industry.** How can we be so confident? Because we work hard *before* the seminar to make sure you're happy *after* the seminar. Pertinent, up-to-date information you can really use, a convenient meeting location, seminar registrars who are courteous and helpful and a trainer who grabs your attention and takes you on an exciting journey full of fun and *facts*. We believe you'll love every minute of it. Millions of satisfied participants from around the country are sold on SkillPath seminars. Why not join them?

We Guarantee Results

If you're not happy, we're not happy. Go back to work and apply the new accounting skills you learned in our seminar. If you're not absolutely delighted with the results you achieve, write to us right away. We'll issue you a refund or arrange for you to attend another SkillPath seminar without paying another penny. That's our guarantee!

Registration Information

Five Easy Ways to Register:

By Phone

1-800-873-7545
or 1-913-677-3200

On-line

Enroll on-line at
www.skillpath.com

By E-mail

enroll@skillpath.com

Please include:

- Name and mailing address
- Session you wish to attend
- Your VIP number as it appears on your mailing label
- Approving manager
- Billing information

By Fax

1-913-362-4241

By Mail

Complete and mail enrollment form to:

SkillPath Seminars
P.O. Box 804441
Kansas City, MO 64180-4441

1. For the fastest service, phone 1-800-873-7545 or 1-913-677-3200. Our customer service representatives will be happy to take your enrollment. The easiest way to guarantee your enrollment is to pay with a credit card when making your reservation, or you can mail in your payment before the seminar date.
2. Visit our Web site at www.skillpath.com for easy on-line registration.
3. Or send your enrollment to us by e-mail at enroll@skillpath.com. Please include the following information: Name and mailing address; session you wish to attend; your VIP number as it appears on your mailing label; approving manager and billing information.
4. If you prefer to fax us your registration, the number is 1-913-362-4241. Please include credit card information or mail in your payment before the seminar date.
5. Of course, you can complete the enrollment form below, clip it and mail it with payment to: SkillPath Seminars, P.O. Box 804441, Kansas City, MO 64180-4441.

Whatever your method of registration, be sure to enroll right away since space is limited. As soon as we receive your enrollment, we'll send your Express Admission Ticket. Simply bring it with you to the program and hand it to the registrar. If your ticket doesn't arrive before the seminar, be sure to go anyway. We'll be expecting you. Walk-in registrations are welcome on a space-available basis only.

Your tuition is tax deductible. Even the government smiles on professional education. All expenses of Continuing Education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills are tax deductible according to Treasury Regulation 1.162-5 Coughlin vs. Commissioner, 203 F2d 307.

Cancellations and substitutions. Cancellations received up to five working days before the seminar are refundable, minus a \$25 registration service charge. After that, cancellations are subject to the entire seminar fee, which you may apply toward a future seminar. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

Continuing Education Credit: SkillPath offers Continuing Education Credits based on program length and completion in accordance with the National Task Force for Continuing Education guidelines for attendance at our seminars (save this brochure and your Certificate of Attendance). Please contact your professional licensing board or organization to verify specific requirements. You may also contact us at 1-800-873-7545 for additional assistance.

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Please note: If you've registered by phone and paid with a credit card, it's not necessary to return this form.

Yes! I can't wait to attend Fundamentals of Finance and Accounting for Non-financial Managers

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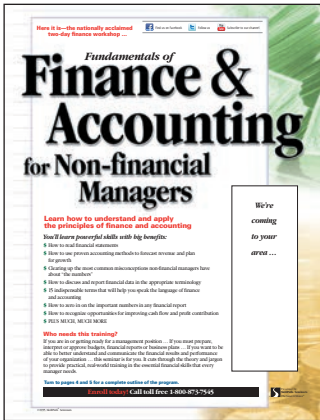
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