



F.A.B. at Finance!

(Financially Awesome in Business)

: - Know your Numbers in Challenging Times

Presented by Andi Lonnen



Meet Andi!



- Fully qualified accountant (FCCA)
- Experienced to Commercial Finance Director level
- International trainer & conference speaker
- **Author:** Be Fabulous at Finance, Intro to FBP & cycle touring books!
- **Chaired:** various ACCA networks
- **Articles published:** Financial Director, FT Adviser, Business Money, AAT, etc.
- **CEO, Finance Training Academy & Finance Business Partner (FBP) Academy**

F.A.B. at Finance!

As a leader:

- Know which numbers to focus on
- Recognise why cash is King & why it differs from profit
- What is working capital & liquidity? Why does it matter?
- Ensure your Finance team are focusing on the right things – this is not business as usual!



Focus on Cash: Cash is King



Improving your Cash Position

- Debtors
- Creditors
- Stock/inventory
- Bank / Treasury
- Debt
- Equity
- Govt schemes – defer VAT/tax, grants, loans, furlough, etc.



Other Ideas to Improve Cash

- Adapting existing products/services for this situation
- New products/services
- Can anything be delivered online or through different channels?
- Shorter / cheaper version of existing products/services

This is the time to be creative!



Cash vs Profit



Cash vs Profit



P&L				
	M1	M2	M3	Q1
Sales	£10,000			£10,000
Less: Costs	-£4,000			-£4,000
Pre-Tax Profit	£6,000	£0	£0	£6,000

Cash vs Profit



Cash in the Bank				
	M1	M2	M3	Q1
Sales			£10,000	£10,000
Less: Costs	-£3,000	-£1,000		-£4,000
Cash in the Bank	-£3,000	-£4,000	£6,000	£6,000

Working Capital & Liquidity



Focus of Finance Teams



Help your Finance Teams



What we've covered

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- What is working capital & liquidity? Why does it matter?
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If you've enjoyed & benefitted from today...

“Very engaging session - pitched at the right level and started some genuine conversations about better financial management within the company.” *Emma, APMG International*

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