BLACKBIRD FOR TRAINING

Financial Insights for Non-Financial Professionals

29 August – 2 September 2027
Istanbul (Turkey)



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Introduction

In today's dynamic and data-driven business world, professionals across departments are increasingly expected to understand the financial implications of their decisions. Financial knowledge is no longer limited to accounting teams—it's a strategic asset for every leader, project manager, and departmental head.

This course is designed for executives, team leaders, project coordinators, and professionals from both public and private sectors in the Middle East and North Africa. It specifically targets individuals working in oil and gas, telecommunications, banking, human resources, marketing, project management, and government sectors.

Through practical, simplified frameworks, this program empowers non-financial professionals to interpret financial data, analyze budgets, engage confidently with finance teams, and drive decisions that align with institutional goals and fiscal sustainability.

Course Objectives

- Learn essential financial concepts and terminology in a clear, simple format.
- Understand and interpret the three main financial statements.
- Use financial ratios to assess institutional performance.
- Read and create operational budgets with accuracy.
- Communicate effectively with financial and auditing teams.
- Analyze cost structures and evaluate profitability.
- Differentiate between capital and operating expenses.
- Recognize the financial impact of day-to-day decisions.
- Build basic financial models to support planning.
- Promote a culture of financial awareness across your team or department.

Course Outlines

Day 1: Core Financial Concepts for Non-Financial Roles

- The strategic importance of financial awareness.
- Basic accounting principles and essential terms.
- Classifications and types of accounts.
- Overview of financial structure within organizations.
- Understanding the purpose of financial statements.
- Practical task: Analyzing a simplified income statement.



Day 2: Interpreting Financial Statements

- Deep dive into balance sheet components.
- Introduction to cash flow statement and liquidity analysis.
- Profit vs. cash: understanding operational realities.
- Key financial ratios: profitability, liquidity, efficiency.
- Applying metrics to real-world cases.
- Group exercise: Case analysis based on actual financial data.

Day 3: Budgeting and Cost Analysis

- Steps to building an accurate operational budget.
- Types of costs: direct, indirect, fixed, and variable.
- Cost control methods and spending forecasts.
- Budget variance analysis and corrective actions.
- Impact of cost decisions on profitability.
- Workshop: Creating a department-level budget.

Day 4: Financially Informed Decision Making

- Evaluating business decisions using financial data.
- ROI, payback period, and break-even analysis.
- Understanding financial implications of strategic alternatives.
- Risk evaluation and scenario analysis.
- Measuring outcomes of non-revenue-driven initiatives.
- Hands-on exercise: Making a data-supported business decision.

Day 5: Integration, Evaluation, and Real-World Application

- Summary of concepts and tools learned.
- Complete walk-through of sample financial statements.
- Presenting individual/group projects and receiving feedback.
- Linking financial knowledge to organizational strategy.
- Personal implementation roadmap for post-course impact.
- Final assessment and certificate distribution.



Why Attend this Course: Wins & Losses!

- Strengthen your understanding of financial reports and metrics.
- Make better, data-driven decisions in your daily role.
- Communicate with confidence in cross-functional discussions.
- Minimize costly mistakes stemming from financial misunderstandings.
- Contribute to budget planning and financial forecasting efforts.
- Boost your leadership profile with a broader skill set.
- Align your decisions with long-term financial health of the organization.
- Earn a certificate that enhances your professional credibility.

Conclusion

Financial insights aren't just for accountants—they're critical for every professional making decisions that impact resources, costs, and results. This course offers non-financial professionals the clarity and confidence to understand numbers, engage in financial conversations, and lead with accountability.

Whether you manage a team, oversee a project, or coordinate initiatives, financial awareness enables you to make smarter decisions, reduce risks, and contribute more meaningfully to your organization's success.

