安讯教育与科技有限公司
Axon Consultancy Sdn Bhd

FINANCE FOR NON-FINANCE PROFESSIONALS

TRAINING DETAILS

Duration : 1 or 2 Days

Training Hour : 9am to 5pm

RECOMMENDED PARTICIPANTS:

- Professionals from any industry (managers, engineers, sales teams, HR, operations, etc.) with limited financial background..

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Axon Consultancy Sdn. Bhd.
(Co Reg no: 201701042497)

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Course Overview:

Finance for Non-Financial Professionals is designed to demystify financial concepts and empower professionals from any industry to make smarter, data-driven business decisions. Whether you're a manager, engineer, HR leader, sales professional, or part of operations, this programme equips you with the financial fluency needed to interpret numbers, analyze costs, manage budgets, and link finance to strategy.

Through practical examples, interactive activities, and real-world case studies, participants will gain confidence in reading financial statements, applying budgeting techniques, and using key financial tools to drive performance and growth. By the end of the programme, participants will not only "speak the language of finance" but also apply it to everyday business challenges, improving decision-making and contributing to their organization's success.

METHODOLOGY

- **Interactive Case Studies:** Participants explore real-life examples from industries such as retail, technology, healthcare, manufacturing, and hospitality.
- **Hands-On Exercises:** Team-based activities in budgeting, forecasting, and financial analysis ensure immediate practice of new skills.
- **Simulations & Role Plays:** Scenarios such as launching a product, managing cash flow, or pitching a business idea allow participants to apply financial logic in realistic settings.
- **Simplified Frameworks:** Complex tools like NPV, IRR, and ratios are broken down into accessible, easy-to-grasp models.
- **Collaborative Learning:** Group discussions and peer sharing reinforce understanding and encourage cross-industry perspectives.
- **Action-Oriented Takeaways:** Each module ends with key insights and tools participants can immediately apply back at work.

Course Outline

Option 1: One-Day Programme (9:00 am – 5:00 pm)
Theme: *"Finance Made Simple: Empowering Business Decisions Beyond Numbers"*

Morning Session

9:00 – 9:30 am → Registration, Icebreaker (*"How do numbers drive decisions in your job?"*)

9:30 – 11:00 am → *Understanding the Language of Finance*

- Income Statement, Balance Sheet, Cash Flow
- Simple case: How a café balances revenue & costs

11:00 – 11:15 am → Tea Break

11:15 – 1:00 pm → *Costs & Break-Even Analysis*

- Fixed vs Variable costs
- Break-even point in launching a new service/product

Afternoon Session

2:00 – 3:30 pm → *Budgeting & Forecasting Essentials*

- Why budgets fail and how to make realistic forecasts
- Activity: Team creates a mini budget for a new project

3:30 – 3:45 pm → Tea Break

3:45 – 4:45 pm → *Key Ratios & KPIs for Better Decisions*

- Profitability, Liquidity, Efficiency, ROI
- Industry examples: retail, tech, healthcare

4:45 – 5:00 pm → Wrap-Up, Q&A, Key Takeaways

Option 2: Two-Day Programme (9:00 am – 5:00 pm)
Theme: *"Driving Business Success Through Financial Insights"*

Day 1 – Foundations of Finance

9:00 – 10:30 am → *Understanding Financial Statements* (interactive walk-through)

10:45 – 12:30 pm → *Costing & Break-Even Analysis*
Industry case studies: hotels, manufacturing, tech startups

1:30 – 3:00 pm → *Budgeting & Forecasting for Projects*
Hands-on team exercise: Building a realistic annual budget

3:15 – 5:00 pm → *Cash Flow Management*
Why businesses fail due to cash flow
Example: retail chain expansion

Day 2 – Application & Strategy

9:00 – 10:30 am → *KPIs & Financial Ratios for Decision-Making*
Activity: Compare two companies in different industries

10:45 – 12:30 pm → *Investment Decisions & Capital Budgeting*
NPV, IRR simplified with real-life business examples

1:30 – 3:00 pm → *Risk, Uncertainty & Financial Decision-Making*
Scenario planning: raw material price fluctuations, FX risks

3:15 – 4:30 pm → *Linking Finance to Business Strategy*
How finance drives growth & innovation
Group simulation: Pitching a new business idea using financial logic

4:30 – 5:00 pm → Certification, Closing & Next Steps

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Trainer Portfolio: Ms Cynthia Mala Paul

HRDC Certified Trainer

Cynthia Mala Paul designs and delivers professional training programs that bridge academic knowledge with practical business application.
With more than 25 years of industry experience in Accounts, Tax, and Audit, 20 years as an entrepreneur, and 15 years as a university lecturer in Business, Finance, Management, and Marketing, her programs emphasize both technical skills and leadership qualities.

Her training is tailored for entrepreneurs, professionals, and community leaders. Topics range from business fundamentals, financial literacy, and entrepreneurship to leadership development, organizational behavior, and sustainability practices. By incorporating real-life case studies, group activities, and experiential learning, Cynthia ensures participants gain actionable insights and the confidence to apply them in real-world contexts

Cynthia Mala Paul brings years of industry and entrepreneurial experience, blending financial expertise with leadership development. Engages participants through real-life case studies and experiential learning to build confidence and actionable skills.

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