

# Staying Afloat – A Guide to Cash Flow



**Duration:** 3 hours

**Course level:** Introductory

**Delivery method:** CD-ROM

## Introduction

**Over a third of small and medium-sized businesses rate cash flow problems as a big worry for their company, according to a survey by Barclays Business Insurance.**

Effective cash flow management can help prevent business failure. Take the doubt out of cash flow management and develop reliable financial forecasts to help your business survive and grow with the helpful tips and useful tools provided by **Staying Afloat – A Guide to Cash Flow**.

## Who is the course for?

**Staying Afloat – A Guide to Cash Flow** is suitable for anyone with overall responsibility for the business, such as business owners and general managers. It is also suitable for people with specific responsibility for financial reporting or management. The course does not focus on a specific industry and is relevant to all sectors.

No prior knowledge or experience is needed and there are no formal entry requirements. However, good numerical awareness and a general understanding of business management will help users get the most out of this course.

## What will you get from this course?

When you have completed this course, you will be able to:

- explain why cash flow management is such an important aspect of a business
- describe the difference between cash and profit
- understand how to do your own cash flow forecast and how to deal with cash shortages.

## Course features

**Staying Afloat – A Guide to Cash Flow** is provided on CD-ROM. You can start the course straight away and use it at any time, providing you have access to a computer with a CD-ROM drive.

Practical examples, case studies and simulated interviews illustrate the key points of the course. You are encouraged to apply the knowledge you gain to your own business situation by completing offline assignments, including action plans and spreadsheets. The templates provided can also be used to support your financial planning after the course.

Most key screens can be printed for future reference and you can test your new skills at the end of each module by completing a series of multiple choice questions.

## Course modules

### 1. Why Cashflow is Important

- Why Businesses Fail
- Why Cash is Different from Profit
- Personal Survival
- Growing the Business

### 2. Planning Cashflow

- How to Build a Cash Flow Forecast
- What Does the Budget Tell You?
- How to Deal with Cash Shortages

## Other courses you might be interested in

Understanding Balance Sheets  
Understanding Profit and Loss

Financial Environment  
Working to a Budget

**Course code:** 100881BT001

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our hands.**

