

Director Development

# Finance is too important to be left to the Accountants: - A Business Leader's 60-minute guide to assessing Financial Health

## Course Details

**Price**

£50.00

**Start date**

15 May 2026

**Length**

1 hour - online (12:30-13:30)

**CPD Points**

1.00

## Course Overview

This engaging 1 hour session will take you on a journey to explore the key financial statements from a non-accountant's point of view. Delivered through a mix of real-world examples, interactive discussions and hands-on exercises, the tutor will highlight the importance of understanding what questions to ask and how they can help you understand an organisation's financial health through its financial statements.

## Course Content

The session focuses on demystifying finance by reframing it not as a numbers game but as a way of telling a business's story.

**Flexible learning that works for you**

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There is no complicated maths or accountancy expertise required to attend this session, staying true to the core message that "finance is not about the maths, it's about the story,"

You will gain a clearer understanding of:

- How strategy and financial performance are closely linked
- The purpose of core financial documents

- Balance Sheet (Statement of Financial Position)

-Income Statement (Profit and Loss Account)

-Cash Flow

The session will introduce a structured approach to understanding the health viability of a business through asking the right questions and the key health indicators that can be applied by anyone.

## Benefits

The session will equip you with a simple but powerful checklist approach for assessing financial health (either for your own business or others). This will help boost confidence in financial discussions.

You will be encouraged to see beyond just the figures to the story they tell and hence, make better business decisions.

## Next Steps

If you would like to book a place on this course please click on the '**Book Course**' button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via [admin@gta.gg](mailto:admin@gta.gg) or call us on 01481 224570. If no date is scheduled for this course at the present time please click on the '**Register Interest**' button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

## Course Tutor

### David Joel

David Joel is a professionally qualified, Chartered Director. He is a qualified physicist with 20 years in the defence engineering and technology sectors and 10 years in the services and facilities management sector mostly at board level. David's experience covers

public sector, private sector and regulated companies. He has undertaken many board effectiveness reviews and has worked with the Institute of Directors delivering the 'Finance for non-Financial Directors' programme and the 'Leadership' programme for the certificate in company direction and was a lead facilitator for the Diploma in Company Direction for the Institute of Directors.