



Croner

a Wolters Kluwer business

## Finance skills for HR professionals

9-10 July 2008 ■ London

3-4 December 2008 ■ London

A unique two-day programme designed specifically to make finance accessible and relevant to human resources specialists from all sectors.

After attending this seminar you will be able to:

- Prepare HR budgets with more depth and meaning
- Review management information with a higher level of insight
- Communicate with the finance function in their language
- Challenge numbers and know what key questions to ask about them
- Contribute with confidence to board discussion about financial performance
- Assess performance measurement and reward systems on their financial merits
- Present clear financial cases for HR initiatives
- And most importantly, state clearly to your board how HR adds real and significant financial value to the organisation



[www.cronertraining.co.uk](http://www.cronertraining.co.uk)  
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## Why you should attend this seminar

It is generally accepted that an effective Human Resources department is an indispensable part of the success of any business. While you are perfectly at ease dealing with the people aspects of your role, you may well experience some misgivings when it comes to crossing functional boundaries into the finance area. If you are to contribute to the future of your organisation on the same basis as other functional heads, you must develop the ability to use financial information with the same degree of confidence as they do.

You can't become an accountant overnight, but you can learn how financial cases are put together, how to think like the Finance Director and how HR adds value to the business in only two days. No prior knowledge of finance is assumed and every effort has been made to make the content of this programme as accessible and relevant as possible. There is no other seminar currently available in the UK offering a similar service to the HR professional.

Croner Training brings to this seminar the same authoritative content and attention to detail that characterises its published materials. Presented by an exceptional speaker who has extensive experience in training non-financial specialists, Finance skills for HR professionals will give you the boost you need to deal with numbers confidently.

## Benefits of attending

After attending this seminar you will be able to:

- 1 Prepare HR budgets with more depth and meaning
- 2 Review management information with a higher level insight
- 3 Communicate with the finance function in their language
- 4 Challenge numbers and know what key questions to ask about them
- 5 Contribute with confidence to board discussion about financial performance
- 6 Assess performance measurement and reward systems on their financial merits
- 7 Present clear financial cases for HR initiatives
- 8 Read the financial press with enthusiasm and a desire to understand what is happening in your market
- 9 And most importantly, state clearly to your board how HR adds real and significant financial value to the organisation

## Who should attend?

- Human resources professionals
- Personnel officers, managers and directors

The seminar is relevant for those working in the private sector, the public sector and not for profit organisations.

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## 1 The balance sheet image – seeing the real business behind the numbers

- Getting a feel for the different types of asset
- Looking at liabilities and the risks attached to each
- How to assess the balance sheet strength and the management capability
- A simple, structured approach to interpretation of the numbers
- Key accounting language – gearing and liquidity

## 2 Income and expenditure profit and loss – developing the confidence to challenge the numbers

- How to get started – which numbers to look at first
- Learning to ask the right questions rather than to expect answers from the numbers
- Key accounting language – accruals, capital vs revenue, gross profit and ratios: how to judge performance quickly and intuitively
- Checking the cash – how to spot the danger signs in a business

## 3 The budget challenge – gaining peace of mind through doing it properly

- The language of budget planning – zero based, incremental, cost codes: how to understand what the finance function expects of you
- Your 'monthly financial reports' – how to understand where the accountants get those numbers from, and how to explain your variances
- How to learn from experience and reforecast with improved vision
- How Corporate Governance affects every budget holder's role and responsibilities

## 4 The benefits of success – measuring and rewarding employee performance on financial merit

- Performance ratios – ROI, ROCE, EVA – and how to avoid the pitfalls in financial incentive schemes
- A more rounded approach to measuring performance – The Balanced Scorecard
- The taxation of salaries and benefits – update and efficiency check
- Understanding the real financial issues with pension schemes

## 5 The City – seeing the bigger financial picture

- How to read the financial pages: yields, price/earnings ratios, market capitalisation
- What influences share prices, and what is meant by terms such as 'equity' and 'shareholder value'?
- Human capital value and HR accountability
- The annual report and the new operating and financial review – a brochure for all stakeholders: what the accounts reveal about a company's image, social responsibility and pension fund!

## 6 Developing a business case for HR – getting approval for HR investments

- How to think like the finance director
- The culture of value-based organisations
- The key drivers of value – future cash flows, relevant and irrelevant costs
- Understanding net present value and how investment decisions are made
- The role of HR in successful financial decision making

## 7 Case study examples

How would you present a clear financial case for a fundamental reassessment of staff benefits and incentives covering the following:

- Closure of company car scheme with salary alternative offered
- Replacing the annual pay increase with a performance bonus paid 12 months in arrears
- Introduction of a long term management incentive scheme

### Sponsorship and exhibition opportunities

If you are looking to meet key HR managers and directors then become involved with Croner Training as a sponsor or exhibitor. We offer a full range of promotional opportunities, including a pre-event brand awareness raising programme, on-site promotion and the chance to meet key industry leaders.

For a fully customised package, please contact [Kasia Lloyd-Brown](mailto:kasia.lloydbrown@cronertraining.co.uk) on 020 7960 5618 or e-mail [kasia.lloydbrown@cronertraining.co.uk](mailto:kasia.lloydbrown@cronertraining.co.uk)

## Presenter



### Charles Tuffin

Charles Tuffin specialises in the provision of finance skills programmes for business managers. He has designed and presented a variety of training programmes over the last twenty years and has a detailed appreciation of the particular requirements of HR professionals.

His training experience is backed by an MBA from Warwick Business School and formal qualification as a Chartered Accountant. Charles has had many articles on financial skills published in regional business magazines. For many years he was a director of a leading national training company where his operational role included human resource management, creating a wide mix of experience relevant to the participants on this programme.

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For more information about this service – and a no-obligation quotation – please call **Janine Benschner** on 0845 082 1169 or e-mail [janine.benschner@cronertraining.co.uk](mailto:janine.benschner@cronertraining.co.uk)

## 9-10 July 2008

Clifton-Ford Hotel  
47 Welbeck Street  
London W1G 8DN  
Tel: 020 7486 6600

Nearest tube: Bond Street

Registration and coffee: 9.00-9.30; close 5.00

## 3-4 December 2008

Central London

## Online bookings

simply visit [www.cronertraining.co.uk](http://www.cronertraining.co.uk)

E-mail bookings quoting your brochure code and the details requested on this form to: [services@cronertraining.co.uk](mailto:services@cronertraining.co.uk)

## Fax

Fax this booking form to us on 0845 120 9612

## Postal bookings

Customer Services, Croner Training, 7th Floor, Elizabeth House York Road, London SE1 7NQ

## Telephone bookings

Call Customer Services on 0845 082 1170 (at local rates) quoting your brochure code to book your place if booking by credit card.

If you have any other questions relating to this programme, its content, the faculty or the venue, please do not hesitate to call the **Customer Services team** on **0845 082 1170** (at local rates) and we shall be delighted to help. Alternatively, visit [www.cronertraining.co.uk](http://www.cronertraining.co.uk)

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### Fees

The fee for this event covers all written materials, lunch and refreshments. A VAT invoice and joining instructions will be sent to you acknowledging your booking. This includes a full statement of our terms and conditions and a venue location map which may also be found at [www.cronertraining.co.uk](http://www.cronertraining.co.uk)

Please contact us if you do not receive this within seven days of booking.

Should delegates have any specific dietary requirements, please inform our customer services team on number above.

### Transfers

Up to 28 days before the event FREE  
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Less than 14 days before the event 100%+VAT

Please note a delegate can only transfer from the same event twice within 12 months of the original booking. A transfer can only take place once payment has been received.

### Cancellations

Up to 28 days before the event 10%+VAT  
Less than 28 days before the event 100%+VAT

A substitute delegate can be named at any time before the programme begins without charge.

### Discounts\*

Unless otherwise stated, only one discount can be claimed at a time: we will automatically give you the highest value of any discounts for which you are eligible.

### Important note

This booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of Hawksmere Ltd to change the content and timing of the programme, the speakers, the date or the venue. In the unlikely event of the programme being cancelled, Hawksmere will automatically make a full refund but disclaim any further liability.

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# Finance skills for HR professionals

EMP

Brochure code:  
Please provide this number when making your booking

9871/

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## Event details Please tick the date you wish to attend

9-10 July 2008 • Leeds (event code: 26220)  3-4 December 2008 • London (event code: 26744)

## Delegate details Please use BLOCK CAPITALS

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	<b>Hawksmere membership</b> 50% discount at any time	<b>Early booking discount</b> Book and pay before 9 May 2008 (save £100)	<b>Standard price</b> Book and pay after 9 May 2008
<b>1st delegate:</b>	<input type="checkbox"/> £499.50 + VAT	<input type="checkbox"/> £899 + VAT	<input type="checkbox"/> £999 + VAT
Hawksmere Membership No: HM _____			
Mr/Mrs/Ms/Dr (surname) _____	Job title _____		
Approving Manager _____			
Delegate e-mail _____			
<small>To enable us to confirm your booking as efficiently as possible please supply us with your e-mail address</small>			

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## Invoice address Please use BLOCK CAPITALS [NB: Invoice will be sent to this address and each delegate will receive joining instructions].

Mr/Mrs/Ms/Dr (Surname) \_\_\_\_\_

First name \_\_\_\_\_ Job title \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Post code \_\_\_\_\_ (country code) \_\_\_\_\_ (country code)

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact e-mail \_\_\_\_\_

## Training manager

No. of employees:  under 10  11-50  51-100  101-500  501-1000  over 1000

The details you provide will be held on Croner Training's database and will be used to promote other products and services that may be of interest from them. If you do not wish to receive promotional material from other organisations, please tick here

## Invoice/payment details NB: Payment must be made in Pounds Sterling. Please note that payment is required in advance of the event. Croner Training reserves the right to refuse admission if payment is not received. If you are sending a purchase order kindly attach a copy of this form.

Members price:  1 delegate: £499.50 + VAT = £586.91  2 delegates: £999 + VAT = £1173.83

Early booking price:  1 delegate: £899 + VAT = £1056.33  2 delegates: £1798 + VAT = £2112.65

Standard price:  1 delegate: £999 + VAT = £1173.83  2 delegates: £1898.10 + VAT = £2230.27

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Amex/Visa/Mastercard

Card number:

Expiry date:     Issue Number (Switch):   Security code (last 3 digits on reverse of card)

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