

**DANIELS EXECUTIVE EDUCATION**

# Finance for Non-Financial Managers



**Daniels College of Business**  
UNIVERSITY OF DENVER

# OVERVIEW

This workshop introduces you to the essential accounting and finance skills any business professional needs to know. Over the three days, you will learn the language, tools and techniques to become a more intelligent user of finance and accounting reports.

Through hands-on learning exercises, we will show you how to simplify, understand and apply data from financial reports and budgets. You will gain the confidence to ask better questions and make more informed financial decisions.

**“ Conversations about money, how it’s being spent and how it should be spent are happening at organizations daily. You need to speak the language and have a seat at the table. ”**

**– Keely Gohl**  
Faculty, Executive Education

# OBJECTIVES

In this three-day workshop, participants will:

- ▶ Learn how to understand and analyze the three main financial statements: Balance Sheet, Income Statement and Statement of Cash Flows (including comparisons between profit and nonprofit organizations)
- ▶ Learn how to think about investments and understand how longer-term finance decisions are made
- ▶ Learn how to prepare budgets and forecasts and analyze variances
- ▶ BYOFS – Bring Your Own Financial Statements so you can learn right away how finance and accounting concepts apply to your organization

# WHO SHOULD ATTEND

A variety of professionals will benefit from the Finance for Non-Financial Managers workshop.



Mid-level professionals, small business owners and consultants who do not have a formal training in finance and accounting.



Any professional who wants to become a more intelligent user of finance and accounting information.



Professionals who sit on advisory boards for nonprofits or companies.

# PARTICIPANT BENEFITS



## GAIN KNOWLEDGE AND SKILLS

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- ▶ Relevant learnings you can immediately apply to your business context
- ▶ World-class curriculum delivered by Daniels Executive Education faculty



## ENHANCE YOUR CAREER

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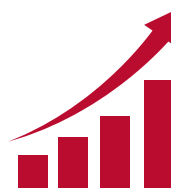
- ▶ Improve marketability
- ▶ Differentiate yourself as a professional
- ▶ Add business education to your resume



## BUILD SOCIAL CAPITAL

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- ▶ Establish connections with experienced professionals from a variety of industries and backgrounds



## TRANSFORM YOUR ORGANIZATION

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- ▶ Improve performance of your team
- ▶ Retain your top talent

# PAST PARTICIPANTS

Since the workshop began in 2014, more than 250 professionals have benefited from Finance for Non-Financial Managers at Daniels Executive Education. The average age of participants in this workshop is 42 years old. Past participants come from a wide variety of industries including manufacturing, energy, healthcare, technology, government and nonprofit, and they hold position such as Directors, Managers, Vice Presidents and Board Members.

## PARTICIPANT TESTIMONIALS



“Finance for Non-Financial Managers has been hugely beneficial for my career and professional development. I was able to apply what I learned immediately and felt comfortable throughout the process. What was once intimidating is now a language I understand.”

**Benjy Duke**

Expeditions Director, A Bar A Ranch



“The Finance for Non-Financial Managers course was a great introduction and helped me to bring greater business savvy to my organization. The course also helped me advance in my career and opened many doors. I would highly recommend this course to anyone who is looking to advance their career and who does not have a basic understanding of accounting and finance.”

**Erik Glenn**

Executive Director, Colorado Cattlemen's Agricultural Land Trust

# FACULTY



## **Dessa Bokides**

### **Faculty**

#### **Daniels Executive Education**

Dessa Bokides is an adjunct professor at the Daniels College of Business. She brings to the classroom over 30 years of global financial leadership and specializes in financial strategy and capital markets. She has worked for Goldman Sachs, Prologis, Pitney Bowes, GMAC and Galvanize in the roles of CFO, COO and Treasurer. Dessa has a Bachelor's in Anthropology from the Colorado College and an MBA from the Columbia School of Business. She sits on the Boards of Colorado Public Television and FortiFID, a Silicon Valley startup.



## **Keely Gohl**

### **Faculty**

#### **Daniels Executive Education**

Keeley Gohl is an adjunct professor at the Daniels College of Business and teaches executive education classes for the Colorado Society of CPA's. She brings more than 20 years of accounting and finance experience to the classroom, working for firms such as KPMG, the University of Denver, The Dumb Friends League, and other non-profit organizations. She is the Founding Member of Favor Financial Consulting. Keely holds Bachelor's and Keely holds Bachelor's and Master's degrees in Accountancy from the University of Denver and is a registered CPA and CGMA (Chartered Global Management Accountant).



# SAMPLE SCHEDULE

## DAY 1

9:00 am - 10:25 am	Introductions , Demystifying Accounting Terms and Concepts
10:25 am - 10:45 am	Break
10:45 am - 12:10 pm	Financial Statements - Balance Sheet
12:10 pm - 12:55 pm	Lunch
12:55 pm - 2:20 pm	Key Metrics in Balance Sheet Financial Analysis
2:20 pm - 2:40 pm	Break
2:40 pm - 4:00 pm	Financial Statements - Income Statement

## DAY 2

9:00 am - 10:25 am	Key Metrics in Income Statement Financial Analysis
10:25 am - 10:45 am	Break
10:45 am - 12:10 pm	Financial Statements - Cash Flow Statement
12:10 pm - 12:55 pm	Lunch
12:55 pm - 2:20 pm	Analyzing Assets and Cash Flow
2:20 pm - 2:40 pm	Break
2:40 pm - 4:00 pm	Analyzing Liabilities and Leverage

## DAY 3

9:00 am - 10:25 am	Investments and Decision-Making
10:25 am - 10:45 am	Break
10:45 am - 12:10 pm	Investments and Decision-Making (continued)
12:10 pm - 12:55 pm	Lunch
12:55 pm - 2:20 pm	Planning and Budgeting
2:20 pm - 2:40 pm	Break
2:40 pm - 4:00 pm	Stakeholder Communication and Wrap-Up



# ABOUT US

## TRANSFORMATIONAL LEARNING

At Daniels Executive Education, we believe that investing in people transforms organizational performance. That is why we proudly offer life-changing learning opportunities, powered by the top-ranked Daniels College of Business, the eighth-oldest business school in the nation.

Each year, Daniels Executive Education partners with dozens of organizations and hundreds of clients to accelerate capacity to create measurable results and lead with purpose.

**53+**

years Daniels has offered transformational learning through Executive Education.

**98%**

of participants would recommend their Executive Education program to a colleague.

**928**

professionals were involved with Executive Education last year.





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