



FINANCE FOR NON-FINANCE DIRECTORS / MANAGERS (FIND) CONCEPT NOTE

1. Background

Financial understanding is essential for sound decision-making, risk oversight, and value creation in today's boardrooms. However, not all directors or senior managers come from finance backgrounds. As governance expectations rise, so does the need for all leaders—regardless of profession—to understand the language of finance.

The **Finance for Non-Finance Directors/Managers (FIND) program** is designed to equip board members, committee chairs, and senior executives with the skills to read, analyze, and interpret financial statements confidently. Participants will learn how to link financial performance to strategic choices, ask the right financial questions, and contribute meaningfully to financial discussions and decisions.

- **Dates:** 22nd to 24th October 2025
- **Venue:** Naivasha
- **Fee:** KES 85,000 (exclusive of VAT)
- **CPD Points:** 7

2. Objective

- To demystify financial reports and terminology for non-financial leaders.
- To build participants' confidence in reading and interpreting financial statements.
- To enhance financial oversight and decision-making at board and executive levels.
- To support risk-aware, data-driven leadership in resource allocation and performance monitoring.
- To strengthen governance by ensuring broader financial literacy among directors and managers.

3. This seminar is designed for:

This program is ideal for:

- Non-finance Board Members and Committee Chairs
- Chief Executive Officers and Managing Directors
- Senior Managers responsible for strategy, operations, or compliance
- Departmental Heads and Business Unit Leaders
- Governance Advisors and Policy Makers

4. Learning Themes and Topics

Participants will cover the following practical areas:

- **Understanding Financial Statements**
 - The balance sheet, income statement, and cash flow statement explained
 - Key terms, classifications, and interrelationships
- **Interpreting Financial Performance**
 - Financial ratios and trends
 - Profitability, liquidity, solvency, and efficiency analysis



- **Budgeting and Forecasting**
 - Understanding budgeting frameworks
 - Linking budgets to strategic planning
- **Board Oversight of Financials**
 - The director's role in reviewing audited accounts and management reports
 - What to look for, what to ask, and red flags to note
- **Capital Structure and Funding Decisions**
 - Debt vs equity financing
 - Implications of financing choices on governance and strategy
- **Understanding Cost Structures**
 - Fixed vs variable costs, breakeven analysis, and cost control measures
- **Linking Strategy to Financial Results**
 - Financial implications of strategic decisions
 - Scenario analysis and resource prioritization
- **Case Studies and Simulations**
 - Real-world boardroom scenarios
 - Exercises on interpreting and challenging financial reports

5. Expected Outcomes

Participants will:

- Understand and interpret key financial statements and reports.
- Contribute confidently to financial discussions at board or management level.
- Strengthen their ability to evaluate financial risks and opportunities.
- Improve their strategic thinking by integrating financial insights.
- Enhance their role in corporate governance through financial literacy.

6. Facilitation

The program will be delivered by finance professionals, governance trainers, and board-level practitioners. Sessions will be interactive and practical, with a focus on applying concepts to real-life decision-making situations.

7. Participation Fee

The participation fee is KES 85,000 per person (exclusive of VAT) and includes:

- Seminar facilitation and learning materials
- Lunch and refreshments for all seminar days
- Certificate of participation

Note: Participants are responsible for their travel and accommodation arrangements.

8. Contact Information

For registration or more information, please contact:

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