

## MANAGING MONEY SERIES

A major series about making money work for your business. The series enables managers to understand not only the language, but also the techniques of accounting. Anyone who recognises this as one of their needs would benefit greatly from this series. It must be emphasised that this series is not targeted at accountants. It aims to help non-financial managers and specialists such as engineers, personnel officers, sales people and general administrators to develop their ability to understand and use accounting information.

Organisations featured: Arthur Anderson, BSL, Iveco Ford, Leyland DAF, Northern Electric Company, Wigan College of Technology, Wykes

These programs can be purchased individually or as a set of 7.



### 1. Preparing Financial Plans

As the title promises, this is a very practical program. Its approach is clear and succinct. It examines methods of building up financial plans and then monitoring their progress. Weathered hands have useful things to say about budgets in this program which transmits a clear understanding of the money aspects of the PLAN-DO-REVIEW-PLAN-DO cycle. A useful building block. DVD 20 mins.



### 2. Working Your Capital

The second building block is neatly fashioned and laid in place in this program. It moves briskly from general notions of 'capital' into examining how the sharp-end manager can help the unit to hit its cash flow budget targets - by managing stocks of all kinds, as well as debtors and creditors. BSL and Leyland DAF explain their progress from 'just-in-case' stock holding to a 'just-in-time' mode. How to keep the right balance between supplier's credit and customer's debt is illustrated. An optimistic note is struck by a public sector accountant preparing his organisation for exposure to market forces. DVD 18 mins.



### 3. Interpreting Annual Accounts

This film covers a great deal of ground very fast. Its clarity and its methods keep it accessible and the information conveyed is considerable. When you reach the end you will know where to look for what in the P & L and the Balance Sheet, how to make sure of what you see, how to avoid misunderstanding and which stones to lift up. You will have taken pertinent comments from multinational accountants, wise teachers, Fleet Street journalists and investment analysts. You'll hear a strong case for Inter-Firm-Comparison and recognise its value for the new business person. You'll have seen a practical, penetrative program with a great deal of content. DVD 19 mins.



### 4. Analysing Costs

Again, the title explains the program. However, this time there's a sting in the tail. Like its predecessors, it is brisk, clear, methodical and packed with good information. Thus we are led through classic cost allocating to reach a fair level of understanding of the processes and applications of Budgetary Control. Iveco Ford help in considering the relationship of such processes to pricing decisions and then comes a forceful exposition of the need to adopt a radically different philosophy of cost/ resource allocation. Activity Based Costing - this line rings true for the line manager wrestling with the burden of indirect costs as his or her other activity; an old school cost accountant would need to be sitting down with a glass of water before viewing this part. DVD 21 mins.



### 5. Costing In Action

The stated aim here is to help us use costing to improve our management decision-making. It begins in a deceptively simple way - train or car to London? - but takes us on another journey altogether. One is an express with wide clear windows, travelling from Fixed and Variable Costs via Break Even Charts to Contribution Analysis. It is pacy, clear and firmly on the track. You arrive at the destination refreshed and relaxed and with the satisfaction of knowing you've done a great deal of work on the way! DVD 19 mins.