

publishing portfolio

Managing the Numbers

It is vital for the successful operation of any publishing company that everybody understands the way in which the organisation makes its money.

Finance departments in publishing companies have developed sophisticated techniques for monitoring profitability, both by analysing sales and by controlling expenses. The problem is that too few staff understand the reports.

Managing the Numbers is designed to ensure that the management reports designed to inform and control behaviour are understood by everyone.

Simple and easy to understand examples illustrate the concept of profitability and how it relates to publishing. The process of forecasting and budgeting is set firmly within the context of driving future performance. Finally, the concept of management controls and key indicators are brought to life within a publishing setting.

Managing the Numbers enables the learner to:

- Understand the concept of profitability and use it to develop their own contribution to the company's success
- Develop the ability to examine profitability from a number of different angles – the customer mix, the product mix and the territory mix
- Understand the purpose of key performance indicators and contribute to the development of appropriate measures of the company's performance
- Understand how to develop key performance indicators that can help predict the future success of the company



An annual license to **Managing the Numbers** provides an entire publishing team with year round access to this unique learning resource.

Learning outcomes

Profitability

- What is a profitable publishing business?
- How can we measure profitability?
- How profitable are our customers?
- How are cost and price related?

Forecasting and budgeting

- What is forecasting?
- How do we forecast accurately?
- How are sales and costs related?
- What is budgeting?
- How do we budget and how do we track against budgets?

Management controls

- What are management controls?
- What should we measure?
- What are key performance indicators?
- How do we use KPIs as management controls?

Target audience

This course is designed to appeal to experienced publishing professionals at all levels and in all functions.

Additional services

Blended learning: ½ day workshops available.

Tailoring: include your examples and issues.

See also: *Overcoming the Fear of Finance, Understanding Accounts, Making Money out of Publishing.*