

publishing portfolio

Overcoming the Fear of Finance

Understanding finance is important for us all – our actions can affect the financial success of our company whatever our role. Knowing how finance works can help us to put the decisions we make into a broader context and to recognise the financial implications of our actions.

This course gives the learner a basic understanding of finance and will help them to understand how the publishing decisions that affect their work are made.

Overcoming the Fear of Finance enables the learner to:

- Learn about the three aspects of finance that affect them
- Understand the role of finance in publishing and how their actions influence the success of the company
- See how an understanding of finance can help them in their role
- Be aware of how finance affects them at a team level
- Avoid doing things that might cause financial problems
- Understand how finance affects the publishing decision
- Be aware of the risks involved in making publishing decisions
- Understand how company success is measured in financial terms



An annual license to **Overcoming the Fear of Finance** provides an entire publishing team with year round access to this unique learning resource.

Learning outcomes

The basics

- What is finance?
- What is the role of finance in publishing?
- How can finance help me?
- How do I contribute to the financial success of the company?

You and your team

- What financial decisions do I make?
- What impact does finance have on me and my team?
- What can I do to make the company more successful?
- What could I do that would cause financial problems?

Making the publishing decision

- How can finance help us to make good publishing decisions?
- How do we forecast sales?
- How do we estimate costs?
- How do we set the price?
- How many should we print to start with?
- How do we deal with risk and uncertainty?

Company finance

- What financial measures are there of company success?
- How are we measured?
- How have we done in recent years?

Target audience

This course is designed to appeal to all staff who want to improve or revise their basic knowledge of finance.

Those who are new to finance will find this course an accessible way to start building their knowledge of finance and how it affects them in their role.

Those with more experience will value the opportunity to review their knowledge of finance, practise their skills and build on their experience.

Additional services

Blended learning: ½ day workshops available.

Tailoring: include your examples and issues.

See also: *Managing the Numbers, Understanding Accounts, Making Money Out of Publishing.*