



FINANCE UNFRAMED

**THE FINANCE SESSION
WITH A DIFFERENCE**




CT CONSULTANCY



WHAT IS IT ABOUT?

This is a finance session that brings in the art of being creative to embed the learning


- An introduction to core financial statements
 - A practical breakdown of key terminology (profit, margin, cash flow, variance)
 - A hands-on session using real numerical examples
 - A safe environment to ask “basic” finance questions
 - A confidence-building workshop focused on fluency
 - A management-focused session (not accounting training)
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WHO IS IT FOR/**NOT** FOR?

WHO IT IS FOR...

- Middle Management who look after a budget, are involved in decision making and require developing their commercial acumen
- Employees moving into management to set them up for success

WHO IT *ISN'T* FOR...

- Employees already with a finance understanding
 - Employees wanting to become an accountant
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HOW WILL IT IMPACT YOUR BUSINESS

- Stronger Management Engagement
- Managers confidently interpret financial information and actively contribute to performance conversations.
- Better Commercial Decision-Making
- Managers understand how everyday decisions directly impact profit, cash flow and margin.
- Increased Financial Accountability
- Teams take ownership of budgets, costs and variances rather than deferring to finance.
- Managers recognise fixed vs variable costs and identify opportunities to protect margin.
- Variance awareness enables quicker intervention before issues escalate.
- Greater Confidence in Financial Conversations
- Managers speak the language of finance clearly, accurately and without hesitation.

Managers drive 70% of team engagement.

When they understand the financial impact of their decisions, they lead with greater clarity, accountability and commercial focus

HOW MUCH DOES IT COST?

£100 per Person
Go live price **£250**



**Thursday 21st May
2026**



**Dryden Centre,
Nottingham**



Time - 10am - 1.30pm

If you are a business that can fill a pilot session and provide space for delivery then we **can travel to you**

PILOT OFFER

To try out this new concept of using creativity to embed a technical skill, I am offering 10 spaces for **£100 per person**

WHAT'S THE CATCH

The delegates are to provide testimonials about the session, to support the development of the workshop

WHATS DIFFERENT ABOUT IT?

We are using creativity to embed the learning. This will be through the delegates creating a painting to show their understanding of their new found financial skills

**How does this even help the embedding of skills....
I hear you ask**

Whole Brain Learning

Neuroscience shows:

- Emotion + engagement improves encoding of memory
- Novel experiences increase attention and retention
- Reflection consolidates learning

Application & Behaviour Change

Studies in workplace learning show that:

- Only around 10–20% of traditional training transfers into workplace behaviour
- Reflection and application activities significantly increase transfer rates

The painting activity:

Forces interpretation

Requires explanation

Creates a memorable anchor

Increasing the likelihood that they actually using the terminology later

**WANT TO FIND OUT
MORE?**

**GET IN TOUCH TO
ENHANCE YOUR
MANAGERS!**



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