



# Finance for Non-Finance Directors

18-20 November | Shanghai

IoD member: £3,195 | Non-member: £3,845

Delivered in collaboration with:



European Union  
Chamber of Commerce in China  
中国欧盟商会



China-Britain  
Business Council  
英中贸易协会



上海英国商会  
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# Course overview

As a senior leader in your organisation you need to be able to understand and challenge the numbers alongside your Finance colleagues. Knowing the right questions to ask is a critical component of adding value and insight to the strategy and performance of the business.

This course has been designed to demystify the world of finance for non-finance directors and senior managers. It will give you an understanding of key financial concepts and terminology. You will leave with the skills and knowledge needed to evaluate business plans, question financial information and contribute more effectively to boardroom decision-making.

The IoD Award in Finance for Non-Finance Directors (FFD), is a module of the Certification in Company Direction Qualification provided by the Institute of Directors.

**This course may be booked as standalone module or taken as part of the full qualification.**

## Course benefits

This course will give you what you need to assess the financial health of your organisation. It will enable you to understand financial terminology, use financial ratios and interpret accounts. It looks at the key factors to consider in relation to funding requirements and possible funding options, as well as financial measures that can help to assess long-term value in an organisation. It will also introduce techniques that can be utilised to manage financial risk, which in turn, will allow organisation to take opportunities.

## Learning objectives

**By attending this course, you will gain the knowledge and skills to:**

- evaluate your role and responsibilities in relation to finance
- understand the relationship between financial and corporate strategies
- use financial ratios, and analyse and interpret accounts in order to assess the financial health of an organisation
- outline ways of ensuring that management reporting is effective in enabling the organisation's strategy to be achieved
- understand the key factors around funding requirements and funding options

# Director Competency Framework

The Director Competency Framework underpins the IoD's professional development offering, and defines the distinct and wide-ranging competencies required for effective leadership.



By placing knowledge of finance and business strategy on the same level as ethical decision-making, effective communication and the encouragement of diverse views, the framework sets the standard for professional practice for directors, in a clear and digestible format.

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## Did you know?

This course is also part of the Certificate in Company Direction qualification. Complete an exam to get an award which contributes to the overall qualification.



# Course leader

## Deborah Morton-Dare DiploD



### **Business experience**

Deborah Morton-Dare is Programme Lead for the IoD's Finance for Non-Finance Directors course, and also a course leader for the IoD's flagship governance course, Role of the Director and Board. Alongside her role for the IoD, Deborah continues to be both a company director and a trustee, and advises start-up and early-stage businesses. Her current roles include: Advisory Board member for a global risk and compliance organisation and charity trustee.

### **Professional credentials and training experience**

Deborah's broad career started with qualifying as a Chartered Accountant with a big four accountancy firm in London, working in corporate finance and gaining wide-ranging experience in a variety of corporates and financial institutions. The next stage in Deborah's career was to gain experience as a company director, having set up and run several businesses and acted in a number of advisory roles. Deborah is also a professional development partner for the Investor Relations (IR) Society where she is involved in syllabus development, content and course tutor for the professional qualification in IR.

Deborah specialises in financial, governance and investor relations training for all levels of financial background, from beginners to advanced, and to audiences ranging from SMEs to FTSE 100 board level. Deborah's training experience over many years encompasses a diverse range of organisations including corporate clients, financial institutions as well as public section bodies and charities, both in the UK and internationally. Examples include the Bank of England, LinkedIn, Microgen, Morgan Stanley, IBM, a number of Stock Exchanges and Westminster Council.



## Exam preparation session

As part of your learning journey and to assist you in your preparation for the exam, we are running two hour exam preparation sessions, which will be scheduled in the fortnight preceding each certificate exam sitting.

These sessions, delivered online via virtual classrooms, will be run by our course leaders in each of the four certificate subject areas, and will provide a valuable opportunity to practice and discuss a range of exam questions with a small number of your peers.

**These sessions are included in your certificate course fees but need to be booked in advance.** It is essential that you have completed the relevant course before attending the exam preparation session.

**Visit [iod.com/professional-development/chartered-director-programme/examinations/](https://iod.com/professional-development/chartered-director-programme/examinations/) to register for the exam.**



## Courses and events in China 2024

The Institute was delighted to deliver our three-day Strategy for Directors course, along with the first Alumni Event in China on 12 June 2024, hosted by Tina Wang - Representative in China.

The course was led by the IoD strategy specialist Jane Bishop and delivered in partnership with the British Chamber of Commerce in China, the European Union Chamber of Commerce in China (EUCCC), British Chamber of Commerce Shanghai China-Britain Business Council, and China-Australia Chamber of Commerce.

The Alumni Event comprised of a discussion forum focused on “navigating business strategy through uncertain times”. IoD alumni and guests were treated to an inspirational and fascinating set of presentations, perspectives, insights and debates.

These included inputs from Jon Geldart - Director General of IoD, Jens Eskelund - Chief Representative of Maersk in the Greater China Area and North-East Asia/President of EUCCC, Dr. Henry Huiyao Wang - the Founder & President of Centre for China and Globalization, Yue Su - the Principal Economist of Access China/Asia at Economist Intelligence: EIU, and Jane Bishop.

**To see all the images from the insightful Alumni event  
click here**



## Courses in China 2023

We were immensely proud to deliver our 'International Role of the Director and the Board' course twice in China in both June and November 2023. The courses were delivered in partnership with the British Chamber of Commerce in China, the European Union Chamber of Commerce in China and the China-Australian Chamber of Commerce.

Led by IoD corporate governance specialists, Sheelagh Duffield (June) and Paul Munden (November), alongside invaluable contributions from Tom Luckcock, a partner at Norton Rose Fulbright, the course provided a comprehensive understanding of governance practices tailored to the Chinese context.

We had the privilege of hosting distinguished delegates from renowned international corporations and institutions (as listed company logos below), representing diverse cultures such as those from Australia, Canada, China, Germany, Ireland, Italy, Taipei and the United Kingdom. The dynamic mix of cultures and perspectives ignited robust discussions, leading to highly positive feedback and satisfaction from all attendees.

Proud hosts to:



# Better directors for a better world

## Join us

Join thousands of directors in the world-wide. Whether you're the founder of a start-up, the director of a multi-million pound business or a senior civil servant, the IoD is the place to connect, share knowledge and develop professionally.

**For members of delivery partners: two years full International IoD membership is included as part of the course package.**

**For non-members: one year full International IoD membership is included as part of the course package.**



**Never stop learning. The IoD specialises in supporting directors to be the best they can be, through world class training and development courses. Come and learn, come and connect with directors like you, and come and have a voice to government.**

**Jonathan Geldart**  
Director General, IoD

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