

# Staying Afloat – A Guide to Cash Flow

**Course length:** 3 hours

**Course Code:** 100881BT001

## Benefits for the Learner

This course is packed with practical advice, helpful tips and useful tools to help you plan the cash flow within your own business.

By following real-life case studies of three different businesses, you'll explore the reasons businesses fail if cash isn't properly planned, learn how to keep track of cash coming in and out of your business, and develop new skills to build a reliable cash flow forecast.

## Benefits for the Business

Cash is the lifeblood of any business – more than 60% of small businesses that collapse do so because of cash flow problems and even profitable companies can be forced out of business because they've run out of cash.

This course will help you to safeguard your future prosperity by developing your understanding of cash flow management. You'll explore the causes of business failure, learn how cash is different from profit, see new ways to build a cash flow forecast and develop new techniques to deal with cash shortages.

## What You Get From This Course

Having completed this CD-ROM based course, you will be able to:

- Understand the importance of cash flow
- Know the difference between cash and profit
- Build a cash flow forecast
- Analyse and interpret a budget
- Deal with cash shortages

## What Does the Course Cover?

- Why cash flow is important
- Planning cash flow

## How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 3 hours to complete.