



Effective Communication for Finance Officers



Course Programme

training@apse.org.uk | 0161 772 1810

Effective Communication for Finance Officers

Course details

Are you a finance professional sharing important information which makes a difference to your service, department, or the authority at a corporate level? Would you like to improve your confidence in communicating complex financial information to non-finance stakeholders? This course will equip you with the tools to simplify information without being simplistic and respond to unexpected queries and challenge in the best interests of the council. Senior financial colleagues recognise that effective financial communication is a fundamental skill in achieving positive outcomes for the frontline and is an important component of Continuing Professional Development.







The course has been designed with the constraints and pressures facing busy finance colleagues in local government in mind and is delivered by a qualified accountant with extensive experience of being an elected member. Using discussion, group work, and a variety of interactive techniques, colleagues will have the opportunity to work with others, in a confidential environment, developing thinking and practice to communicate finance with confidence.

Who should attend?

This course is designed for finance professionals who need communicate important financial information to non-finance professionals, including colleagues, elected members, partner organisations, customers, service users and the public.

Learning Outcomes

By the end of the session, you will be able to:

-  Appreciate the barriers to understanding finance, faced by others in your professional environment.
-  Explore why communicating finance is a fundamental part of your role as a finance professional.
-  Assess what your audiences need to know to aid decision-making.
-  Differentiate between what you need to know and what you need to share with others.
-  Critically examine the choice of metrics and comparisons in communicating your key messages.
-  Evaluate when and how to challenge misconceptions when under pressure.

Trainers

Cllr Rachel Eden

Rachel is an experienced trainer and qualified accountant with specialisms in, communications and financial management.

Rachel is a Member of the Chartered Institute of Management Accountants. Before moving into training Rachel practised as a management accountant working for a large software company and now runs a boutique accountancy practice alongside her training work.








Rachel has also served as an elected member on Reading Borough Council since 2010 and has run for parliament twice.

An experienced course designer she has been training staff, volunteers and partners since 2007. As an experienced communicator, public speaker and media operator, Rachel is an associate of APSE and combines theoretical understanding with the practical insight from her public facing roles.

In-house packages

If you think this training would be useful as an in-house option for your service, department or council, please direct enquiries to: training@apse.org.uk

In-house packages include:

-  A pre-course consultation so we can tailor the course to meet your needs.
-  Learner Needs Analysis.
-  Customisation of the slide pack.
-  Delivery of the course for up to 15 participants online or 20 onsite.
-  Analysis of learner feedback, which we share with you.
-  Trainer feedback, if required.
-  Post-course materials on password-protected hidden webpage.

We can deliver both onsite and online on a mutually agreed date, at start and finish times to suit your staff working patterns.

If delivered over Microsoft Teams, this course can be delivered as one full day or as two half-days.

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For further information, please contact training@apse.org.uk

08:45 - 09:00	REGISTRATION
09:00 - 10:30	<h3>UNIT 1: Understanding your audience.</h3> <ul style="list-style-type: none">What are the barriers?Why do we need to communicate finance?Working out what your audience wants and needs to know.
10:30 - 10:45	COMFORT BREAK
10:45 - 12:00	<h3>UNIT 2: What are you trying to achieve?</h3> <ul style="list-style-type: none">Advising, persuading, informing?Outlining options to support decision making.Protecting your professional integrity.
12:00 - 13:00	LUNCH
13:00 - 14:15	<h3>UNIT 3: Proving relevant information.</h3> <ul style="list-style-type: none">Creating a narrative to inform your audience.Considering materiality in different contexts.
14:15 - 14:30	COMFORT BREAK
14:30 - 15:45	<h3>UNIT 4: Building relationships and trust.</h3> <ul style="list-style-type: none">Encouraging appropriate challenge.Dealing with unexpected questions.Embedding learning from interactions.Professional development and next steps
15:45 - 16:00	PLENARY, FEEDBACK AND CLOSE



APSE Training

APSE (Association for Public Service Excellence) is a not-for-profit local government think tank, working with over 300 councils throughout the UK, promoting excellence in public services.

APSE is the foremost specialist in local authority front line services, hosting a network for front line service providers in areas such as waste and refuse collection, parks and environmental services, leisure, school meals, cleaning, housing and building maintenance.

APSE Training aims to provide inspiring and impactful lifelong learning and development opportunities, nurturing talent and enabling growth. A broad range of courses are available via the APSE website and as bespoke in-house courses.

APSE Training is compliant with APSE's Quality Assurance processes under ISO 9001, ISO 14001, ISO 27001 and GDPR. We are also a Platinum Carbon Literate Organisation, which demonstrates our commitment to raising awareness of the climate crisis.

APSE Training Team

Head of Training: Fiona Sutton-Wilson

Senior Training officer: Amy Caldwell

Training Co-ordination Officer: Olivia Giles

The team is ready to help.

Please direct enquiries to: training@apse.org.uk | 0161 772 1810



Fiona Sutton-Wilson, FCIPD

Head of APSE Training

Association for Public Service Excellence

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We invest in people Gold

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