

Before you approve the budget, understand what the numbers are telling you.

FINANCE MASTERY FOR NON-FINANCE MANAGERS

A practical 4-hour workshop designed for non-finance managers, team leaders, and business professionals who need to make better decisions using financial information.

DATE

30th November 2026

VENUE

AshreiTech Academy, NASTP
Main Sharah e Faisal, Karachi



Goals



Strategy



Wealth



Freedom



Success

Meet Our Trainer

MUHAMMAD ADNAN SALAT

Founder & Managing Director – Finnovus
Financial Strategy | Digital Advisory | Data
Analytics

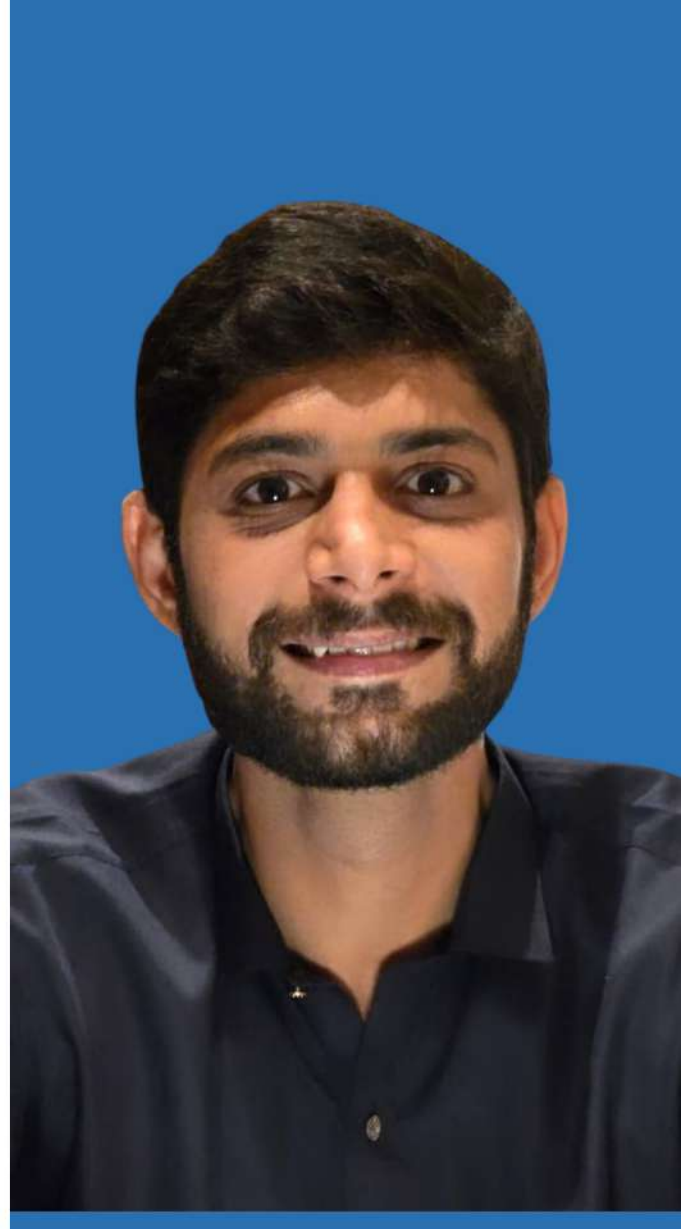
Muhammad Adnan Salat is a finance, strategy, and digital transformation leader with 13+ years of global experience, working with top-tier organizations including Deloitte (Yousuf Adil), Equinix, IBEX, and SS&C Primatics.

CORE EXPERTISE

- Analytical & Strategic Decision-Making
- M&A Financial Due Diligence
- Fractional CFO & Financial Strategy
- Capital Structuring & Valuations
- Data Analytics (Power BI, Tableau)
- AI & Automation for Business Operations

KEY HIGHLIGHTS

- Delivered \$5M+ financial impact in SaaS engagements
- Led \$212M equity restructuring project
- Strategy leadership for Equinix (240+ data centers, \$82B market cap)
- ACCA Inspiring Member Award – 2024



PROGRAM OVERVIEW

Finance is not just the language of accountants it is a core management skill. Every manager makes decisions that affect budgets, costs, profitability, cash flow, and business growth, whether or not they have a finance background.

This workshop focuses on the non – finance managers, that they actually need to make better business decisions, without getting into complex accounting theory. Participants will learn how to read and interpret financial statements, analyse Budget vs. Actual performance, understand variances, assess cash flow and working capital, and evaluate pricing, projects, and investment decisions using practical financial techniques.

The workshop also explores how AI is transforming financial analysis and decision-making. Participants will learn how to use AI responsibly to analyse financial data, identify patterns, support forecasting, uncover potential risks, and turn numbers into clear, actionable business insights.

WHAT YOU WILL LEARN

Core Finance Concepts

- Financial Statements as Decision-Making Tools
- Cost Behaviour & Margin Analysis
- Capital Investment & Evaluation
- Cash Flow & Liquidity Management
- Risk, Assumptions & Uncertainty

Managerial Decision-Making Concepts

- Scenario-Based Decision-Making
- Value Creation vs. Activity Focus

AI Integration Concepts

- AI as an Accelerator for Financial Analysis
- Effective AI Prompting for Financial Insights
- Validating AI Outputs with Business Judgment
- Ethical & Practical Limits of AI in Finance

LEARNING OUTCOMES

By the end of this workshop, participants will be able to:

- Understand the key financial statements, the role of ratio analysis, and the ethical use of AI in financial analysis.
- Analyse Budget vs. Actual performance and interpret variances through an AI-assisted analytical lens.
- Evaluate pricing and project decisions using NPV, IRR, and Payback techniques, supported by the ethical application of AI.
- Understand cash flow dynamics, liquidity risks, and the importance of working capital for long-term business sustainability.
- Convert financial data into actionable business insights and decision-ready financial narratives.



REGISTRATION DETAILS

Program Fee: **PKR 30,000+ 15% SST** per participant.

Payment can be made via a Payorder in the name of AshreiTech or IBFT to:

Title of Account: ASHREI TECH PRIVATE LIMITED

IBAN: PK61MEZN0099740107642699

Bank Name: Meezan Bank Limited

Nominate a group of 4 and get a 15% discount.

The program fee covers the program manual, certificate of participation, Lunch, Entry Pass, and networking opportunities.

Cancellations can be sent 7 days before the program, after which NO cancellations will be accepted.

For more information, Contact

0307-0870874

Or Email to:

msalman@ashreitech.com