

What do mindfulness and finance have in common?

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At first glance, absolutely nothing. The former is all about consciousness and 'being in the moment', while the latter is all about cold, hard data. But in reality, they are inextricably linked.

The ability to analyse financial data as a means to make informed decisions and measure success is a critical skill that most ambitious professionals or business owners - at some stage - will need to further their career progression or create sustainable businesses.

While the learning opportunities to gain new financial skills are plentiful, the Red & Yellow Creative School of Business is one of the few institutions that have identified that taking time out of the office to attend physical lectures is not always possible, which is why their online 10-week course is ideal for working professionals. It is further boosted by the recognition that cognitive biases play a huge role in the decisions that get made, and most importantly, that making financial decisions is not only about understanding how to interpret and analyse the data. An understanding of business finances help us to make informed decisions and measure success. But without a strong grasp of human skills like social intelligence and critical thinking, that understanding will be difficult to achieve.

Designed by Professor David Flynn of UCT's School of Management studies, the Red & Yellow Creative School of Business is proud to present Finance for Non-Financial Managers - the only course out there that links the all-important concepts of finance and human skills. The Red & Yellow Creative School of Business is one of the few institutions that have identified that taking time out of the office to attend physical lectures is not always possible, which is why their 10-week online course is ideal for working professionals.

This course is unique not only in its understanding of essential human skills, but also in its delivery: it takes place entirely online, with live lectures and completely original content from industry leaders to create the ideal virtual learning environment. This is also an excellent platform to share and discuss with peers, effectively expanding the pool of knowledge to learn from.

This course is for any ambitious human who wants to know how to interpret financials or make informed and strategic decisions for their company, but has not studied any finance or accounting before. It is also a great refresher course for those that do have prior financial knowledge, but want to stay up to date with the relevant knowledge from industry experts. An entrepreneur or a startup owner will gain a distinctive advantage from this course, helping their business grow and be successful.

Business finance can be intimidating, but it's not rocket science. Professor Flynn notes: "The financial side of business is perceived as intimidating, or a 'confusing box of tricks'. This course has been designed to help you master the essential principles of finances." This is not a course that shows you a box of tricks - it breaks down concepts and introduces you to the thinking that might make it feel like tricks, so that you can avoid the trickery! Red & Yellow's one-of-a-kind take on finance reveals that decision-making methods affect the integrity of your decisions.

Created by one of the country's leading academic experts on teaching finance, the course offers essential understanding of recording financial transactions, reporting in financial statements, and analysing financial reports to aid in decision-making - just like any good Finance for Non-Financial Managers course should do. What sets this one apart? Red & Yellow offers the only course that incorporates essential human skills:

- how to be adaptable in the business environment,
- apply critical thinking to business strategy,

- and have informed discussions about the financials of the business with confidence.

Why choose Red & Yellow? They offer industry-relevant and practical knowledge, blended with uniquely human skills - and content that is completely original and designed by industry experts.

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