

*It's a Breeze*

**Welcome to Our  
Academy of Finance**  
*How may we help you today?*

**Your Partner in Business Financial Literacy**



# ***Training Brochure applicable to All Segments***

***Over 2500 people  
trained in-person in***

*South Africa, Ghana, South Sudan, India,  
Rwanda, Botswana, Namibia,  
Lesotho & Tanzania*

*Decisions*

*Conversations*

*Confidence*

*Competence*

*"6 months worth of content in 1 hour using 1  
slide. Thank you Marc. The presentation was  
easy to understand for non-financial Managers."  
- Stephen, Founder & CEO, Zambia*



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# Academy of Finance

- ABOUT US -

*How may we help you today?*

We are Specialists in simplified,  
group-based Business Finance training for  
non-financial people

## WHY US

We are experts at demystifying Finance for non-financial people  
(and even financial people sometimes, but don't tell anyone!)

## TWO MAIN SEGMENTS WE SERVE

- Employees, Managers and Directors at Medium to Large Organisations
- Entrepreneurs and Small Business Owners  
(collaborating with Entrepreneur Support Organisations)

## OUTCOMES

Competence, Confidence, better Conversations & Decisions

## WHAT WE DO

A complete curriculum of unintimidating,  
simplified, (fun even!) Business Financial Literacy training

## HOW WE (usually) TRAIN

- Group-based; preferably in-person (at least initially)
- Ongoing (lifelong!) support to embed learning & practice

## WHERE WE WORK

Primarily Africa

## ENVISAGED FINTECH SOLUTIONS

While we have worked since 2012 honing our craft, our ambitious goal of  
solving the Problem of Financial ILL-iteracy will only be possible  
with Tech, which is a current focus



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### NOTES

- These are the Standard Courses available, grouped under the most applicable Journeys
- All Journeys and Courses are adaptable to suit Customer outcome requirements

**\*NOTE: Some Courses are more suited to the ENTREPRENEUR Segment**

Ref	Title	Description	Approx. Duration (hours)	Recommended Course Prerequisites
<b>Journey: FOUNDATION</b>				
1	<b>The Language of Finance: Overview</b>	Learn a common-sense Diagram that intuitively explains the foundations of Accounting; and some jargon.	1 – 1 ½	None
2	<b>The Logic of Accounting</b>	We use the Diagram to practically record 8 typical transactions, demonstrating the simple logic of double-entry accounting (without mentioning the words debit and credit!)	¾ - 1	1
3	<b>The Language of Finance: Detail</b>	A deeper dive into the Five Elements of Finance: Assets, Liabilities, Equity, Income & Expenses.	1	1
<b>Journey: IDEATION*</b>				
4	<b>Costing &amp; Pricing</b>	Work out the cost price of a product or service; strategies to determine selling prices; and the holy grail of Gross Profit Margin. Can be mostly theoretical , or include a practical component.	2 – 4	1,(3)
5	<b>Business Model Validation</b>	We stress-test various Cost & Selling price scenarios; checking break-even volume and Revenue and Profitability. This is typically a Financial Projections “lite” type course. Can be mostly theoretical , or include a practical component.	2 ½ - 4	1,2,(3), (10),(11)
<b>Journey: COMPLIANCE</b>				
6	<b>Accounting System Implementation*</b>	A down-to-earth approach to implementing the accounting system of your choice (yes we do have our favourite). Can be mostly theoretical , or include a practical component, which would usually require a fair bit of preparatory work, with post-workshop check-ins typically necessary to embed practice.	2 - 8	1,2, (7)
7	<b>The Debit and Credit System</b>	How do Debits and Credits work to enforce the core logic of accounting we learnt about.	½ - 1	1,2
8	<b>Business Activities: Practical Application</b>	We run through typical business transactions, and how they impact profit and / or cash-flow (including practicing debits and credits is optional).	½ - 4	1,2,(3), (7),(10)

*"I would definitely recommend it to others without any hesitation or doubts."*





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Ref	Title	Description	Approx. Duration (hours)	Recommended Course Prerequisites
<b>Journey: CONTROL*</b>				
9	<b>Financial Processes, Controls and other Tech</b>	The typical set of financial processes that any organisation is faced with; with an emphasis on applicability to where the Entrepreneur is at. Can also include touch points with an Entrepreneur's existing Accounting System. We cover typical financial controls, and related technology as applicable.	1 - 2	None, (6), (7)
<b>Journey: COMPARE</b>				
10	<b>Value Creation: Overview</b>	An introduction to three fundamental approaches to measure and manage value: Profit, Cash Flow and Return on Investment.	1	1
11	<b>Value Creation: Detail</b>	We go deeper into the three approaches, and explore an integrated set of metrics that comprise Return on Equity.	1 ½ - 2	1,2,(3),10
<b>Journey: PLANNING</b>				
12	<b>Budgets, Plans and Financial Projections</b>	A powerful way to think about creating short, medium, and long term financial plans to build a profitable and valuable business. The planning process highlights whatever funding might be required to execute on the plan.	2 - 4	1,2,(3),4, (10),(11)
<b>Journey: CAPITALISE*</b>				
13	<b>Funding Options</b>	After working out how much funding is required in the Planning Course, we explore typical funding choices, from avoiding funding through "bootstrapping", to "organic" growth, to debt and equity. We also cover the pros and cons of each. NOTE: this Course does not include actual sources an Entrepreneur can approach (e.g. Banks or Investors)	1 - 2	12
<b>Journey: PERSONAL GROWTH</b>				
14	<b>Emotions of Money</b>	Explore your "Money Personality" using the Klontz Money Script Inventory, as well as "Finance Overwhelm" emotions that can be a huge blockage for Entrepreneurs.	3	None



## Journeys

- Courses are modular, and can be combined in innovative ways to meet your needs and budget
- The Foundational Journey is a pre-requisite for all other Journeys

## Delivery and Scheduling Options

### 1. LIVE (In-person and Online)

#### • In-person delivery style

- Group size can be from a minimum of 12
- Group sizes up to around 50 are quite practical and still allow for high engagement
- Much larger groups of 100 or more can also work e.g. lectures or conferences

#### • Online video-conferencing (VC) delivery style (two-way video)

- Typically smaller groups of 10 to 25 to maintain good engagement
- Engagement level and learning outcomes are more dependent on participant motivation

#### • Online webinar-style (the facilitator presents via video)

- Suited to larger groups (50 to 1,000+)
- More of a "lecture" feel with lower audience engagement
- Participants could still interact via a group chat box and audio

### 2. ON-DEMAND / HYBRID (on our Product Roadmap)

- To enrich our Live engagements and extend our reach, in time we will offer On-Demand delivery
- A subscription to the On-Demand content would be included for Live session Participants

### 3. DURATION & SCHEDULING

- Options go from a "Masterclass" type session of 1 or 2 hours to a multi-day engagement
- Offerings can be scheduled as a single event or scheduled over a number of weeks or months

## Support Options

- Live in-person or online Q&A and/or refresher sessions can be scheduled at a point after the main content has been delivered
- Within reason our Facilitators are available after Live event to handle any questions
- On our Product Roadmap - A community engagement platform to support ongoing learning

## Materials

- Hand-outs are provided prior to online sessions where relevant
- A practical worksheet is provided to promote engagement for the Business Activities Course
- Summary slides can be distributed post-event

*"I came in with no understanding and left with what I feel is a very solid grounding"*







*It's a Breeze*

See • Believe • Implement

### **Marc Johnson, Founder and CEO: It's a Breeze**

*Empower and Inspire | Explore | Entrepreneurship*

Marc is at heart inspired by possibility, most alive when putting his energies into work that contributes to societies thriving. He sees a direct line from his work in business financial literacy to building a much-needed entrepreneurial class across Africa.

Through his ability to distil things down to their core, he makes finance simple for non-financial people.

He only managed to spend the first 10 years of his working life in the corporate world. He did his MBA in 1997 at UCT, whereafter the autonomy and freedom of self-employment and entrepreneurship summonsed him. In 2012 he came across a business financial literacy training opportunity, and at this relatively late stage of life discovered his gift and passion for teaching.

Since then Marc has run in-person business financial literacy workshops in South Africa, Ghana, South Sudan, India, Rwanda, Botswana, Namibia, Lesotho and Tanzania, and his inner explorer looks forward to training in every African country.

Giving back time is part of his business philosophy and he welcomes Entrepreneurs booking calls with him, to talk about finance, or whatever's on their minds.

He relishes public speaking, loves motorbikes and travelling, and as his legacy aims to create a "Venture Factory" to carry forward his spirit of innovation, that helps build a better world.



<https://www.linkedin.com/in/marc-fx-johnson/>



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- LINKED-IN -

How may we help you today?

In addition to the Recommendations below, please see Marc's Linked-In profile for a thorough listing of his experience; and other relevant information <https://www.linkedin.com/in/marc-fx-johnson/details/experience/>



**Daniel Maloba** · 1st

Founder & CEO | Board Member | Startup Advisor | Investment Readiness

October 17, 2024, Daniel was Marc's client

👁 All LinkedIn members

Marc JOHNSON is excellent at what he does, and his mission to make every African entrepreneur financially literate greatly resonates with Maloba Consulting's vision of lifting African nations out of poverty through innovation.

For anyone looking to deepen their understanding of financial literacy, especially in the entrepreneurial space, Marc offers valuable training that can make a real difference. I highly recommend his services to those who are eager to take their financial knowledge to the next level.



**Seipati Asante Mokhuoa** · 1st

Strategic African Women In Leadership

October 14, 2024, Seipati Asante was Marc's client

👁 All LinkedIn members

I've had the pleasure of working with Marc in both my Asante Accelerator Programme, where he delivered an exceptional module on 'Finance for Non-Financial People' tailored to startups, and more recently in our Global Board Directorship Programme, covering 'Finance for Boards.' Marc has an unparalleled ability to break down complex financial concepts, making them accessible and actionable. His expertise and engaging teaching style have been invaluable to our participants, significantly enhancing their confidence in financial decision-making.



**Moulaye Camara** · 1st

Corporate Service Executive & International Advisory Board Member

September 26, 2024, Moulaye was Marc's client

👁 All LinkedIn members

I was impressed by Marc's pedagogical approach to teaching financial literacy to board director candidates, mainly when they are finance professionals.

Our learning journey, guided by Marc, involved adopting the perspective of a board member, setting aside the influence of our professional backgrounds. Focusing on the structural components (percentages) rather than the specific figures (dollar amounts) in the balance sheet and income statement was not only helpful but also made the learning process engaging and enjoyable.

Thank you, Marc, for your invaluable guidance and for sharing your expertise with us. Your unique approach to teaching financial literacy has had a profound impact on our learning journey. We are truly grateful for your dedication and commitment.



**Nadine October** · 1st

Programme Manager - Business Incubation

August 28, 2024, Nadine was Marc's client

👁 All LinkedIn members

I have not met an entrepreneur as passionate about making finance easy as Marc Johnson. It is always a pleasure to work with Marc as he always goes over and above to ensure that the entrepreneurs he works with enjoy his sessions, learn what they need too and walk away with some additional nuggets. His Practical Business Finance Workshop really simplifies accounting and makes it fun to learn.



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**TSOGO SUN**

*"[Marc is] professional, knowledgeable of the subject matter and accessible as a facilitator. I can confidently recommend It's a Breeze for the delivery of this important course for non-financial savvy individuals who need to understand accounting. The course simplifies accounting and makes it less intimidating."*

**Rebone Sesoko**  
Operations Manager,  
Tsogo Sun Entrepreneurs



*"Over the years we have worked closely together and have a deep respect for his intellect and integrity. So much so, that he was recently invited to join us in London for a strategic planning conference. We have no hesitation in recommending him for your Financial Literacy training venture."*

**Mark Robilliard**  
Co-founder, Colour  
Accounting International



*"The Colour Accounting workshops have been well received and the feedback from entrepreneurs has been positive. We are looking forward to continue incorporating the Color Accounting workshop into the programme again this year."*

**Mbali Zamisa**  
Enterprise Programme  
Coordinator, SAB  
Foundation



*"Feedback we received from all participants was overwhelmingly positive. Marc had remarkable energy and excitement for his topic and displayed a true passion for educating our entrepreneurs. I can, without hesitation, recommend Marc and It's a Breeze."*

**Matthew Smart**  
Development Facilitator -  
Accounts and Finance,  
Riversands Incubation Hub



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How may we help you today?

## ENTREPRENEUR SEGMENT

We have worked with



## ACADEMIC SEGMENT

We have worked with



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**Academy of Finance**

**- CREDENTIALS -**

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# CORPORATE SEGMENT

We have worked with



**MARSH**

**momentum**



**HSBC**



**FNB**



**WEBBER WENTZEL**

in alliance with > **Linklaters**



**EVERSHEDS**

**AVI**



**TSOGO SUN**



**CUSHMAN & WAKEFIELD**

**EXCELLERATE**

**MARKHAM**



**Imperial  
logistics**

**Hudaco**

**CLARIANT**

**ARM**

African Rainbow Minerals



**adapt IT**

**SYSPRO**



a world class African city



**DERIVCO**

**EOH**

**GROVATION**



**The Skills Authority**



CLUB MANAGEMENT ASSOCIATION OF SOUTHERN AFRICA



**BUSINESS  
RESULTS  
GROUP**



innovate agriculture



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- CONTACT US -

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## Your Partner in Business Financial Literacy



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Decisions

Conversations

*"I can now analyse the financial state  
of my enterprise and make good  
decisions based on my knowledge."*

Confidence

Competence



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