

Biography



Serena Humphrey. Serena Humphrey FCMA CGMA is a highly experienced, commercial management accountant and financial trainer. She works with ambitious growing companies who've identified that understanding and controlling their finances is critical to getting the business and future they want.

After harsh personal experience seeing her family lose their business she set out on a mission to find out why businesses fail, and how that failure could be prevented with better financial skills and management. She did her professional training with Blue Chip corporates Northern Foods Plc and NEXT Plc where she learnt the very best in financial management. She then set up a specialist book keeping and management accounting practice in 2000, providing monthly corporate quality financial management to SME's across the East Midlands.

She has acted as Finance Director for many years for several of her clients, helping them to safely grow their businesses.

Current

Having grown her business over 12 years to a team of 12, she sold up in 2012 to set up a financial training business to tackle head on the problem of too many small companies failing. She works with businesses across the country to help business owners take control of their finances and get the visibility they need to successfully achieve their growth plans without putting their finances at risk. She's also a regular columnist in the Nottingham Business Post, a prolific finance blogger for many business websites, and sits on the board of a local charity.

What she does Serena helps business owners take control of their finances and therefore their businesses by helping them to understand finance on a practical level. This means helping them put in place robust financial management information, controls and processes that act as a sensitive alarm system, then train the business owners to really understand their finances.

Why she is different

Serena is an expert in very practical financial management in the SME sector and clearly understands the financial risks in fast growing companies. Her approach is entirely practical, no nonsense and without accountants jargon. She delivers hard results for clients that mean their business should become fail safe with bomb proof financial management.

Professional Affiliations

- A Fellow of CIMA – the Chartered Institute of Management Accountants
- An approved training provider for Growth Accelerator

Ben Afia - Managing Director - Afia Consulting Ltd

I hired Serena to take our financial management from being a business weakness to a strength. And she's certainly given me that. After struggling to get the monthly management and reporting we needed from traditional accountants, Serena gave us a process and helped us organise how we keep a handle on the finances internally. She tops this off with her incisive brand of consultancy. She probes to the heart of the matter, exposing risks and opportunities to help us grow the business and does a superb job of steering our financial strategy, growth planning, recruitment and more.

Philip Bray - Investment Sense Ltd

We've worked with Serena for two years now and I can categorically say that we wouldn't be where we are now if it weren't for the sound advice we receive from Serena. We can get on with the day to day running of our business, working to deliver our plan, secure in the knowledge that our finances are in safe hands. If you don't have a 'Serena' in your business, it's about time you did.

International recruitment consultancy – Managing Director

Serena has revolutionised the way in which we run our accounts and I would seriously recommend her. As a result of her training and consultancy service, we now have robust accounting protocols in place and detailed weekly and monthly reporting which gives us full visibility on all financial matters relating to our operations. This improved flow of critical information allows us to react in a timely manner to potential issues, and also to accurately plan our forward strategy. I would not hesitate in recommending her as an invaluable way of streamlining your business processes and safeguarding your company's interests.

James Bloor – Managing Director – Distinction Ltd

Attending "The F Word" training was a revolutionary experience. I've always disliked finance – even hated it at times - but the course has vastly improved my interest in, and understanding of, my company's books. It was hands-on, practical and delivered with lots of passion and enthusiasm. I left the course energised, with a clear action plan ready to execute. Since then, we've implemented our alarm system and rolling flash reporting, which has really helped with forecasting cash flow. We've also identified and renegotiated terms for several of our least profitable customers, and I've actually started to 'enjoy' looking at the accounts!

Janet Gordon – Managing Director - Blue Starfish Consulting

Serena has a combination of down to earth practical advice and huge amounts of empathy." Her training gave me the confidence that I was doing lots of things right and there were other elements I could put in place to start to grow my business. It was also fun – and I don't think 'fun' and 'finance' go in the same sentence very often. I really benefitted from our sessions and am looking forward to growing my business with her help and guidance.

Clare Arrowsmith - Director – NJ Screenprints Ltd

We first engaged Serena as our business was growing rapidly and we didn't have the financial knowledge we needed to keep up with the banks requirements, and we knew the monthly information we got from our accountant wasn't accurate and didn't in any way help us run the business.

Serena has identified the problem areas, streamlined our accounting processes, trained my accounts team to delivery accurate work to a monthly timetable so that we get our group accounts out by week 2, and trained me to manage the accounts team and how to understand the accounts better. We're now able to raise finance easily from the bank to fund our continued expansion, as the bank know we have a firm grasp on our financials, and the monthly information means we can spot problems quickly and fix them.

Greg Simpson - Managing Director - Press for Attention Ltd

I arranged to have a one-to-one session with Serena to go over the key financial principles. Within half an hour I was dangerously close to actually enjoying looking at the numbers (a very odd experience) and crucially, understanding how best to use them to forecast and plan for optimum profit and performance.

Heather Atchison - Creative Director - Afia Consulting Ltd

A game changer. A HUGE amount of finance sense that every business needs to know and do to be in good shape. Well packaged, structured and delivered - thanks Serena.

Pete Cornes - Director - Emma Cornes Ltd

I had a fantastic day's training with Serena to put the financial foundations in place for my new business. Despite being fairly small at the moment, Emma and I knew that the money would be one of the most important things to get right. Serena gave us a very clear, step-by-step process to make sure we're finding out what we really need to know, and explained it in a way that got us really excited about it.

Richard Neale - Managing Director - Shipstones Beer Company Ltd

I attended Serena's course the F word. It was a brilliant course which I would highly recommend to any SME. Not only was the content relevant and informative the style it was delivered was very relaxed and engaging.

Dominic Waters – Director - Waters Homes Ltd

The workshop was a brilliant insight into the financial structure of my business. Brilliantly executed! I would definitely recommend this course to other businesses as it's essential best practice for finance. It really gets you thinking in a friendly environment.

Jim Swetnam - Managing Director - Eyetee Network Services Ltd

Serena's advice has been invaluable and her positive attitude is a breath of fresh air, after every meeting with her I always leave feeling incredibly positive and raring to go. I always recommend Serena to business colleagues and will continue to do so.

Dave Mckean - Partner - Charnwood Accountants LLP

We have worked with Serena for many years. We have no hesitation in continuing to work with her now and in the future with our clients. She is first class in helping our clients fix, understand and improve their financial functions.

Rob Brown –Managing Director – Rob Brown Ltd

Financial expertise, strategic insight and formidable empathy. I've had the privilege to know Serena for a number of years, and I've seen first-hand the way she really takes care of her clients. She has that rare blend of financial expertise, strategic insight and formidable empathy with people which make her the perfect business partner.