



Better budgeting

6 – Communicating the budget

Communication is often the key to success. What do you need to communicate if you're going to achieve your budget, and who do you need to communicate it to?

You'll need to communicate your plans with your team – otherwise they'll just do what they did last year. What are your key priorities this year, and what's changed? They need to know.

You'll need to communicate with the Finance department and Directors if you haven't been allocated enough budget.

If you need more budget, you could simply ask for it. Lots of budgetholders may be doing that: join the queue! A more powerful approach is to highlight the implications of the lack of resources. "If I don't have an extra £X000, I can't deliver Y, and the impact of that on the organisation will be Z." If Y or Z is important to the organisation you've got a good chance of getting the additional funding. If not, you can get agreement to drop Y. Either way you now have the resources you need to achieve your agreed objectives.

Make sure you've agreed your objectives as well as your budget. This is especially important if your objectives get added to during the year!

Are any other teams or departments affected by your plans? You need to talk to them to prevent problems further down the line. How will you "sell" your plans to them and get their agreement? What's the impact on them?

Early communication can prevent a host of problems later!

Look out for my book "**Better Budgeting**" coming out in January 2017!

[< PREVIOUS](#)

[NEXT >](#)