

FINANCE FOR NON-FINANCIAL MANAGERS

What every manager ought to know—How to read financial statements quickly, manage cash flow, minimize risk, enhance profitability, drive better business decisions and articulate financial concepts easily, in just 2 days.

Course leader: James Leong Chan Foo, Chartered Accountant (Australia)

Internationally acclaimed expert on helping managers make sense of the financial aspects of their business.

13 & 14 Sep, 2011

Furama Riverfront Hotel, S'pore

Here's what our past delegates have said about the course:

"Attend this course and financials will never be Greek to you again!"

Eunice Woo, Vice President, Corporate Communications, DBS Bank

"An inspiring teacher who has made a dry subject lively and understandable with immediate application."

Pang Kim Bee, Plant Manager
Becton Dickinson

"The way the course is presented is very easy to learn. Thanks James!"

Sean Greaves, Lead Specialist, Sun Microsystems

"James has delivered a great seminar in layman terms with excellent examples!"

Katherine Sia, Head of International Business, Adam Khoo Learning Technologies Group

Secure a Seat!

Call: 65 97119330

E-mail: susan@visions1.com.sg

www.visions1.com.sg

Thousands now read financial statements quickly, who never thought they could so easily.

"James' training has indeed demystified accounting for me, so accounting is not fearful anymore." Susan Sek, Senior Academic Staff, Republic Polytechnic



LEARNING OBJECTIVES

1. Learn to manage cash flow and working capital
2. Understand what drives budgeting numbers
3. Appreciate how to manage financial risk
4. Discover how to use financial measurements tools properly
5. Speed read financial statements with ease
6. Uncover profitability drivers in a business
7. How to ask the right questions about a company's financials
8. Size up a company instantly with financial ratios analysis
9. Drive better business decisions

ACTION BONUS

A powerful and concise quick reference guide worth \$26 would be given FREE to all participants.



About this Finance for Non-financial Managers workshop:

This powerful workshop has empowered international participants from Asia Pacific, Europe, USA and the Middle East for more than 10 years. It is explained in simple layman terms that are easy to understand—**guaranteed**. Participants are highly energized and motivated to learn in a fun and memorable way.

"Great workshop! Makes me stay alert waiting for the next point, not wanting to miss any!" Lim Ming Yuan, Product Manager, SingTel

WHO SHOULD ATTEND

All professionals who need to understand the numbers side of the business and to make effective business decisions, including:

CEOs, directors, senior managers, head of departments, credit managers, sales and marketing managers, corporate communications and investor relations professionals, human resources and legal professionals, bankers, entrepreneurs, investors, supervisory and regulatory officials, engineers and IT professionals.

TRAINING METHODOLOGY

The following will be used in the workshop:

- Case studies of real companies
- Actual examples
- Current financial news
- Participative active learning games
- Practical exercises
- Annual reports of listed companies
- Powerful and simple framework for analysing companies which can be put to use immediately

OUR ESTEEMED CLIENTS

Participants from distinguished organisations have benefited from attending James' programs, including:

- Becton Dickinson
- Chevron Texaco
- DBS Bank
- GE Life
- Honeywell
- LaSalle College of the Arts
- Lion Capital
- Merck
- Mizuho Corporate Bank
- Media Development Authority
- OCBC Bank
- Philips Electronics
- Prudential
- SingTel
- Sumitomo-Mitsui Banking Corp
- Sun Microsystems
- UOB Bank
- Urban Redevelopment Authority
- Wildlife Reserves of Singapore

YOUR WORKSHOP LEADER

James Leong Chan Foo

Adjunct Associate Professor, National University of Singapore
Fellow Certified Public Accountant Singapore
Chartered Accountant (Australia)
Certified Financial Planner
Distinguished Toastmaster
Gold Medallist (Distinction) – Public Speaking

James' forte is in making complicated concepts simple and intuitive for learners. He can present even a normally dry and mundane subject and make it interesting. As a result, participants consistently rate his seminars fun, dynamic, learner-centred and highly effective.

James brings to his clients and participants 20 years of financial, management and international training experience. Prior to becoming a professional training consultant, he managed the finance function in Asia Pacific for a US Fortune 500 company as regional financial controller.

James received his professional training with a Big Four international accounting firm. As a chartered accountant, James achieved distinction for achieving the top 5% of results in his professional accounting examinations in Australia. His extensive professional qualifications, training and experience enable him to provide quality advice for his consulting clients and an enriching learning environment for his training participants.

James' teaching experience includes being an adjunct faculty member with National University of Singapore. He has facilitated in the Certified Financial Planner^{CM} professional certification programme and also the CA programme for the Institute of Chartered Accountants in Australia.

James is the first invited speaker in Asia to present on InterCall's Asia Pacific webinar series with his topic on "Upsizing your financial intelligence in a financial crisis". James' views on financial analysis and financial planning have been sought on Media NewsRadio 93.8FM.

Module 1: BALANCE SHEET

Balance Sheet Terminology—clarifying common accounting terminology and concepts

Understanding business fundamentals from financial statements and grasp the key variables that a successful business must manage well.

Balance Sheet: how to interpret financial strength

- How is the business being financed?
- How is the net worth of a company determined?
- Analyse if the company is facing bankruptcy risk
- Know what is working capital and why is it important for your company
- Strategies for managing working capital

Module 2: THE ANNUAL REPORT

Annual report: Identifying how and where to look for key information

Most annual reports follow a very similar format, in terms of the different types of information they contain.

- Learn how to save time and expense when analyzing annual reports
- Identify the information you need quickly and effortlessly
- Understand how to interpret annual reports and extract the most value out of them

Module 3: PROFIT & LOSS STATEMENT

Profit and Loss Statement: analysing financial performance

- Understand how a company's profitability is impacted
- Recognizing what information margins highlight
- Learn why profit doesn't tell the whole story and how highly profitable companies still go bust

Cont'd Module 3

Profit and Loss Statement Terminology—clarifying common accounting terminology and concepts

- Opex, Capex, SGA, Depreciation, Amortisation, Accruals. EBIT, EBITDA.

Module 4: CASH FLOW STATEMENT

Cash Flow Statement: interpreting financial health

- Understanding why the cash balance of a company doesn't tell you the whole story
- How to tell if a company can generate sufficient cash flow to sustain its business going forward
- Identify the business activities where cash might be drained from the company

Module 5: MERGERS & ACQUISITIONS

Understanding Group accounts terminology:

- When happens when a "parent" acquires a "subsidiary", obtaining control?
- What are minority interests?
- How do you know if an investment in an "associated company" is making real money for you?
- What is the Equity method and meaning of "significant influence"
- Intangible assets: Goodwill arising from an acquisition—what does it mean?
- Goodwill impairment and financial impact to the acquirer

Module 6: FINANCIAL RATIOS ANALYSIS

Learn how to size up a company quickly by reading their financial ratios

- Valuation
- Efficiency
- Liquidity
- Solvency
- Profitability

Comprehensive case study to apply a structured approach for analysing a company and learn to ask probing questions

FINANCE FOR NON-FINANCIAL MANAGERS DELEGATES' REGISTRATION FORM

WORKSHOP FEES

Sign up now for Early bird discounts

Super early bird	SGD 1,096	Expires 19 Aug 2011
Early bird	SGD 1,196	Expires 2 Sep 2011
Regular fee	SGD 1,296	

CONFERENCE DETAILS

Furama Riverfront Hotel, Havelock Road
405 Havelock Road, Singapore 169633

Registration: 8.30am

Conference duration: 9am to 5pm

What is included

- 2 days of comprehensive training
- 2 lunches and 4 refreshment breaks
- Course materials
- Bonus: Finance for Non-finance Managers Practical Guide

PAYMENT TERMS

Full payment is mandatory for event attendance.
Make a crossed cheque or bank draft payable to:

Visions.One Consulting Pte Ltd

Mail your payment with this registration form to:

13A Mackenzie Road, Singapore 228676

Note 1: Any bank charges and/or expenses incurred as a result of telegraphic transfers or returned cheques must be borne by the delegate.

Note 2: All course fees are exclusive of any kind of taxes, withholding or otherwise. In any case of taxes applicable, the delegate has to ensure the taxes are paid on top of the course fees.

Note 3: Delegates must be registered from the same company and at the same time to qualify for group discounts.

If you are unable to attend, a substitute delegate is welcomed. Please provide the name and designation of the substitute delegate before the event to facilitate registration and course certificate preparation.

In the event that a substitute delegate is not available, please inform Visions.One Consulting in writing at least 15 business days before event date. A cancellation fee of SGD200 per delegate is chargeable. Any course fee paid, less cancellation fee due, will be refunded. Should the notice for cancellation be received by Visions.One Consulting less than 15 business days before event date, no refund will be given.

Visions.One Consulting reserves the right to change the venue or postpone the course due to unforeseen circumstances.

COMPANY INFORMATION

Company Name : _____
 Address : _____

 Contact Person : _____
 Job Title : _____
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DELEGATES' INFORMATION

Name : _____
 Job Title : _____
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Name : _____
 Job Title : _____
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Name : _____
 Job Title : _____
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Name : _____
 Job Title : _____
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OUR CONTACT DETAILS

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