IFBD
Institute for Business Development

>>> **IFBD.BE** / financial management

Gain insight into the crucial terms, concepts and tools of business finance and increase the productivity - and profitability - of your company or department.

Fundamentals of finance
for the non-financial Executive



- Recognize key facts in your company's financial statements.
- Understand what the full story is in the company financial report.
- Evaluate the financial outcome of your ideas before actually presenting them.



2027

Course delivered by:

Johan Lyssens
Finance Trainer
IFBD

Why this programme ...

LEARN THE LANGUAGE OF FINANCE

Financial reports speak their own language, and managers without a strong finance background often find themselves bewildered by what is being said. Finance for Non Financial Executives helps managers become familiar with essential financial information, showing them how to "speak the language of numbers" and implement financial data in their daily business decisions. In addition, it clarifies how and why financial decisions impact business and operational objectives.

FINANCE IS NOT FOR ACCOUNTANTS ONLY

Not just accountancy specialists deal with spreadsheets, and figures, and the financial side of business. It's highly likely that, as a line manager, business manager or department head, you're going to have to analyze or make financial data at some point, or have some form of financial recording to do as part of your job description.

LEARN THE ESSENTIAL AND CRITICAL BUSINESS SKILLS

In today's business world, even non-finance executives are often called upon to make quick and accurate decisions about financial issues. The higher you rise in an organization, the more important such financial skills become. This workshop "Finance for Non-Finance Executives" is designed to provide you with a solid understanding of financial management principles and equip you with the practical skills to develop informed and effective financial plans. You will learn business critical skills in analyzing financial statements, applied corporate finance, understand key financial indicators better, strategic management and the financial planning process. This workshop will enable you to contribute to discussions about the financial performance of your organization or business unit and will give you the confidence to make decisions based on financial data.

Your expert trainer



Johan Lyssens is professor in Financial Management at the university of Hasselt, Brussels and the Retail Banking Academy in London. He has been teaching as well in Europe, Africa, Asia as North and South America. Johan started his career with Bank J. Van Breda with responsibilities for the leasing business. In 1994 he became Managing Director and Member of the Executive Committee. In 2001 he became Member of the Executive Committee of Nagelmackers and Delta Lloyd Bank. He holds a Master's degree in Applied Economics (Antwerp University).

Since 2006 Johan has provided the Institute for Business Development with hundreds internal and external training programmes for both national and global customers. As Head Instructor for the course 'finance for non-financial executives' he is also responsible for translating standard training into a more made-to-measure package. He has already trained thousands of managers for the IFBD, in both open and internal sessions.

Johan is highly appreciated by both operational and finance executives in medium and large businesses.

Don't miss this training

If you feel baffled by balance sheets, or confused by cash flow statements, then this training course is made for you. This workshop will take you through the basics of finance for non-financial managers, to help you become familiar with the terminology, what it all means and how you can influence the financial success of your company, business unit or department.

This training seminar is designed to enable the manager to:

- Answer questions about costs that affect his job;
- Keep track of income and expenses associated with his job;
- Recognize key facts in his company's financial statements;
- Understand what the full story is in the company financial report;
- Competently deal with the company's financial executives;
- Easily justify his division's budget;
- Evaluate the financial outcome of his ideas before actually presenting them.



Extended seminar outline

THE FINANCIAL ENVIRONMENTAL CHANGES

- How finance drives the strategy of our business.
- Shareholders expectations and how we contribute.
- Finance as a partner in decision making in today's business and economy.
- The organization of the finance function within your company.

UNDERSTANDING FINANCIAL STATEMENTS

- Introduction to the financial statements of your company and some basic accounting terms and principles.
- Cash versus Profit.
- The daily, practical, input of every manager, to these financial instruments.
- Decoding the various components of an annual report, balance sheet and income statement.
- Effective working capital management through the Cash Conversion Cycle.
- EBITDA and EBIT: why so important ?
- The concept of "recurring" figures.
- Linking the income statement to the balance sheet.

EVALUATING YOUR BUSINESS WITH KEY PERFORMANCE INDICATORS

- A limited number of KPI's to measure the viability/strength of a company.
- Understanding how a manager can influence theses KPI's in the day-to-day business:
  - EBIT & EBITDA-margin.
  - Return on Capital Employed (ROCE) as "Key" (Dupont Analysis).
  - Cash and Cash Flow drivers.
- Value creation and Shareholders value – Value Creation and WACC.
- Operational efficiency:
  - Days Inventory Outstanding.
  - D(ays) S(ales) O(utstanding).
  - D(ays) P(ayables) O(outstanding).
- Comparing your KPI's with these of competitors.

FREE CASH FLOW & BUSINESS PLANS

- Why planning is such an important business tool ?
- Managing the planning process and working with targets.
- Cash generation through P&L, Working Capital and Investments.

- >>> Objective: Generation of Free Cash flow to create value.

- Why companies are focusing on CASH and how I can contribute to it.
- Finance and growth: how to cope with it and to avoid that growth "kills" you ?
- The importance of working capital management.

COST & MANAGERIAL ACCOUNTING

- Understand traditional cost accounting systems and its limits.
- Fixed cost versus variable cost.
- Contribution and break-even analysis.
- Managing "other than plant expenses" or "overheads".

CAPITAL EXPENDITURE ANALYSIS

- Investment appraisal.
- CAPEX versus OPEX.
- The cash flow approach.
- Understanding why cash has a time value.
- Recognize and apply different methods of evaluating projects.
- How to put together an investment business case for an investment analysis.
- Cases of CAPEX decisions.

CASE: APPLY WHAT WE LEARNED TO YOUR DAILY BUSINESS

Timetable training:

08hrs30:	Reception, welcoming & registration.
09hrs00:	Startup of the workshop & introduction trainer
12hrs30:	Lunch
17hrs00:	Closing of the day.

Fundamentals of finance for the non-financial Executive

> **Date & venue:** more information on our website **www.ifbd.be**
> **Price: € 1.495** (excl. 21% VAT)

COMPANY DETAILS

COMPANY:

ADDRESS:

PC & CITY:

TEL.:

BUSINESS OF ACTIVITY:

COMPANY SIZE:

INVOICE ADRESS (if different)

COMPANY:

PO NUMBER:

VAT number:

PARTICIPANTS INFORMATION

Mr. / Ms.:

Jobtitle:

E-mail:

Mr. / Ms.:

Jobtitle:

E-mail:

PRACTICAL DETAILS

DATE & VENUE

More information on our website **www.ifbd.be**

PRICE: 1.495 € excl 21% VAT

- Price includes pre course material, tuition, meals and documents but not hotel room accommodation.
- Please contact IFBD for discounts for multiple enrolments.
- Please contact IFBD if you want to use Cheques Formation, Opleidingscheques ... as the IFBD has its accreditation for all these above mentioned support.

EASY WAYS TO REGISTER

- Tel: +32 50 38 30 30
- E-mail: info@ifbd.be
- Internet: www.ifbd.be
- Mail: IFBD, Zeeweg 155, 8200 Brugge

WHAT HAPPENS IF I HAVE TO CANCEL?

Confirm your cancellation in writing 2 weeks before the date of the course and you will only pay 95 € cancellation fee. Regrettably, no refunds can be made for cancellations received less than two weeks prior to the training, invoices remain payable. You can always be replaced by a colleague at no extra cost. Due to unforeseen circumstances, the programme may change and the IFBD reserves the right to alter the venue and/or speakers.

IFBD DATABASE & GDPR

We like to keep you informed of the latest developments in your sector. That is why we have included your details in our database. Your details are stored securely for our own use and will never be shared with third parties. We are taking all the necessary measures to ensure this. In accordance with the Law on the processing personal data of 08/12/1992 and the General Data Protection Regulation of 24/05/2016, you are entitled to access to, rectification of and erasure of your data at any time. More information is available on our webpage **www.ifbd.be/en/GDPR** or by e-mail: **DPO@ifbd.be.**

>>> You can e-mail your registration to **info@ifbd.be**

>>> Preferably, however, you should register on our website: registration