

Fundamentals of finance for the non-financial Executive

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



Your expert trainer:

Johan Lyssens
Finance Trainer
IFBD



IFBD
Institute for Business
Development



WHY THIS TRAINING 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.

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.

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 of 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.

TIMETABLE TRAINING:

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

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 these 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:
 - ❖ **D**ays **I**nventory **O**utstanding.
 - ❖ **D**(ays) **S**(ales) **O**(utstanding).
 - ❖ **D**(ays) **P**(ayables) **O**(utstanding).
- ◆ 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

REGISTRATION FORM

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DATE & VENUE:

>>> More information on our website: www.ifbd.be

INFORMATION COMPANY

COMPANY:

ADDRESS:

PC & CITY:

TEL: / FAX-nr.: /

BUSINESS OF ACTIVITY:

COMPANY SIZE:

INVOICE DETAILS (if different)

COMPANY:

Your ref:

VAT number:

ATTENDEES

Mr. / Ms.:

Jobtitle:

E-mail:

Mr. / Ms.:

Jobtitle:

E-mail:

CUSTOMISED SOLUTION

Not every course achieves the best possible result if given in an open formula. Sometimes the need for training is very specific to the company or sector; sometimes you are not willing to share fairly strategic information; sometimes the course is part of a change process; sometimes it doesn't make business sense to train an entire team in an open formula ...

As your training partner we facilitate this process and together with you we compile a learning solution that really encompasses your people's needs.

PRACTICAL DETAILS

DATES & VENUE

More information on our website www.ifbd.be

FEES: 1.295 € 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 KMO Portefeuille, Cheques Formation, Opleidingscheques ... as the IFBD has its accreditation for all these above mentioned support.

5 EASY WAYS TO REGISTER

- ◆ Fax: +32 50 31 04 21
- ◆ 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 (12 february 2018) and you will only pay 75 € 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.

DATA PROTECTION & THE IFBD DATABASE

The personal information shown on this form, and/or provided by you, will be held on a database and will not be shared with other companies. You can consult this information at any time according to the law 'verwerking persoonsgegevens' (08/12/1992).

If you are receiving multiple mailings or you would like us to change any details or remove your name from our database, please contact us at the address: info@ifbd.be.