



Date: 5 - 6 February 2018

Venue: Amcorp Mall, Petaling Jaya

Course Fees: RM 1,495 per pax (excl. GST)

Group Discount (2pax & above):

RM 1,345 per pax (excl. GST)

Time Schedule

Full Class Time: 0900 – 1700

Break: 1015 – 1030 (AM)

Lunch: 1300 – 1400

Break: 1515 – 1530 (PM)

Who's Suitable for this?

This training is designed for managers and senior executives who do not have previous exposure to finance but require financial knowledge to make strategic business decisions: HODs and senior team members.

Financial Management Skills for Non-Finance Managers & Senior Executives (2D)

If you are a manager with little or just working knowledge of finance and accounts, or you need to analyze financial reports, prepare a budget or to conduct a discussion with the finance people – this course is for you. Register for this training to learn how to use financial management skills to budget and make effective informed business decisions to fuel your department or organization performance.

Learning Outcome:

- Know how the main mechanisms of accounting apply to your business decisions
- Analyze how your decisions impact on the cash flow and steps you can take to monitor cash flow
- Possess the understanding and skill to budget effectively in order to drive business goals
- Better understanding of cost and setting up of profitable pricing
- Able to identify critical areas that affect working capital and profitability
- Interpret financial statements to analyze a business performance

Course Outline

MODULE 1: Accounting & Finance Language

- What is Accounting and Finance
- Why is accounting important
- Understand accounting transaction flow
- Essential accounting standards and regulations
- How to translate your daily activities in financial terms
- How to read an income statement
- How to read and use a balance sheet
- How to read The Cash Flow Statement

MODULE 2: Analyzing Financial Reports

- What information can you get from financial reports
- Using ratios to interpret the financial reports
 - Financial & operating ratios
 - Liquidity ratios, Profitability Ratios, Return on Capital ratio
- Differences between published accounts and management accounts
- Causes and early warnings of financial distress

MODULE 3: Maximizing Profit: Analyzing Costs and Setting Up Prices

- Calculation of costs
 - Different types of costs: Fixed and variable costs, direct and indirect
- How to treat overhead costs: Review of various methods, including Activity Based Costing
- Margins and Breakeven
- How to set a price
- How to assess price changes, discounts, promotions beforehand and after

MODULE 4: Cash Flow Management

- How to manage and control the Cash Flow
- Difference between profit and cash. Why 'Cash' is King?

- Understanding and controlling the areas that affect cash flow:
 - Equity capital and loans
 - Sales, Accounts Receivable and Payables
 - Stock management
 - Working capital: identify and manage

MODULE 5: Why an Effective Budget Is Key to Driving Your Business

- How to build a simple forecasting tool to plan ahead
 - Where to find the data
- Different types of budgets – how to link your organization goals to a yearly budget
- How to integrate actuals in a forecast
- What is a better form of budgeting? Top down or bottom up?
- How to manage budget reviews
- How to communicate and work with the finance department to get meaningful numbers

MODULE 6: How to Use the Numbers to Drive Your Business and Appraise Your Investment Decisions

- Profitability calculation: Making sure a big project is worth undertaking
- What is a capital expenditure
- The cost of capital
- Understand Investment appraisal: payback period, ROI
 - Risks involved?
 - Alternative investments to compare with?
- How to set up financial dashboards (Balanced Scorecard)
 - Determine key indicators
- How to use monthly accounting numbers

Methodology

Highly Interactive Power of Experience sharing – practical exercises and case examples.

Trainer Profile



DANIEL YEOH

- Bachelor of Commerce, Otago University, NZ.
- Qualified Chartered Accountant
- CEO of own corporate and financial consultancy and training company
- CEO of another company, in corporate and human capital consultancy and training

Daniel Yeoh completed his Bachelor of Commerce degree from Otago University, a top University in New Zealand. Apart from being a qualified Chartered Accountant, Daniel has a tremendous wealth of working experiences and knowledge. He has a background ranging from managing his own consultancy and training business, coaching CEOs and employment. He has worked in many different industries and at many different levels of management, culminating at the highest level. During his training session, he will share from his heart the experiences that he had gained throughout his business and employment years.

Being the CEO of his own consultancy & training company, he offers services such as investment, financing and loan arrangements, deals and projects, corporate and financial advisory and consultancy, corporate and financial training, CEO coaching and business coaching for SME companies.

Along with his two other partners, he is the CEO of a corporate and human capital consultancy and training company, focusing on human capital transformation programs.

Prior to this, Daniel was a certified and trained CEO mentor and coach. He worked for a few years as a Coach with Vistage, a US based CEO coaching organization. He was also a certified trainer in a Leadership program, The Leadership Engine, with a US based company Pritchett and Associates.

Before he became a consultant, he had many years of working experience. The notable ones are as follows:

- COO of a public listed company in KL, which is in the steel industry. All the divisions reported to him.
- FINANCE DIRECTOR of PUBLIC BANK, a public listed company in KL. This is one of the top three (3) banks in Malaysia. He sat in many operational committees in the bank. This gave him a very good worldview of the banking industry and the Malaysian economy.
- FINANCE DIRECTOR of HARRIS SEMICONDUCTOR, a company in KL. This is a large manufacturing plant with its HQ in the US.
- OPERATIONS FINANCIAL CONTROLLER of TEXAS INSTRUMENT Malaysia. This is a large manufacturing plant with its HQ in the US.

In both Texas Instruments Malaysia and Harris Semiconductor Malaysia he was in the Steering Committee that implemented Total Quality Management (TQM). He contributed towards the implementation of TQM and the tremendous productivity improvements in these two companies.

REGISTRATION FORM

Please email the completed registration form to: **contactus@pynncle.net**

Company Name*			
Company Address*			
Approving Manager*		Department*	
Contact No*		Email*	
Course Title*			

Note: *Required fields

Participant Full Name		IC No.	
Position		Department	
Contact No		Email	

Participant Full Name		IC No.	
Position		Department	
Contact No		Email	

REGISTRATION CONFIRMATION

<p>.....</p> <p style="text-align: center;">Approving Personnel Signature</p> <p>Full Name:</p> <p>Position:</p> <p>Date:</p>	<div style="border: 1px solid black; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center;"> <p><i>Company Stamp</i></p> </div>	<table border="1"> <tr> <th colspan="2">Payment Type* (Please tick selected box)</th> </tr> <tr> <td>SBL</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Cheque /Cash</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>LO</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	Payment Type* (Please tick selected box)		SBL	<input type="checkbox"/>	Cheque /Cash	<input type="checkbox"/>	LO	<input type="checkbox"/>
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Terms and Conditions.

1) Payment

- All payments shall be made payable to Training.Com Asia Sdn Bhd.
- Admittance will only be permitted upon receipt of the full payment.
- Bank details: Public Bank Bhd (Account No: 3164-673-132)

2) Cancellation and Postponement

- Cancellation and Postponement of the registration must be made to Training.Com Asia Sdn Bhd in writing.
- If cancellation and postponement has been received:
 - (a) Not less than 10 working days before the training commences, a RM50 administrative charge shall be imposed.
 - (b) Less than 10 working days - Full fees will be chargeable. (a substitute participant is allowed)

3) Promotion Price

- Promotional prices is only applicable to the dates determined by Training.com Asia Sdn Bhd.

4) Training.Com Asia Sdn Bhd reserves the right to reschedule the registered training date.