



Finance for non-finance professionals: Preparing to be corporate leaders

28 – 29 June 2017 (Wednesday & Thursday), DoubleTree by Hilton, Johor Bahru

Please register online at www.tnyconsultancy.com/ffnp



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What would we mean by financial literacy? We could not deny the observation that some people are simply better than others when it comes to numbers. But that does not mean the art of understanding numbers cannot be learned. Not all managers work in finance department and that does not stop them from eventually becoming the leaders of the company. However, before even being considered to fill the corner office, managing by numbers is a skill that all great leaders must master.

LEARNING OUTCOMES

By the end of the workshop, you will be able to:

- Speak the language of finance
- Ask the right intelligent questions to your accountants
- Apply the financial understanding in your daily job
- Have the big picture on the firm's financial performance and how your department contributions flow through right to the bottom line
- Converse in numbers with confidence
- Read financial news related to your company and what that mean to you and your competitions.

METHODOLOGY

Harvard Business School's (HBS) case study methodology, group discussion, powerpoint presentation and quote.

WHO SHOULD ATTEND

- Head of departments
- Sales & marketing managers
- Procurement managers
- Operation managers
- Human resources managers
- Business development managers
- General managers
- Logistics managers
- Internal audit managers

FACILITATOR

TEY SAY YONG OLIVER

B.ACC (SG), MBA (AU), FCCA (UK), AFA (USA), CA (MY), CTIM (MY)

Oliver is the Principal Consultant at T&Y Corporate Consultancy Sdn. Bhd., providing professional development courses and consultancy services in financial management. He has over twenty years' experience with significant exposure in directing financial functions for large multinational companies.

His past appointments include the positions of Treasury Manager (Asia Pacific) with an Irish-based MNC, Project Controller with a Swiss-based MNC and a Research Fellow in corporate finance with a large Australian university. He is a Human Resource Development Fund (HRDF) certified trainer and teaches MBA programme at Raffles University. Oliver also conducts certified finance courses for the Securities Industry Development Corporation (SIDC). His training customer portfolio includes Fortune Global 500 companies and emerging regional firms. He has conducted public, in-house and HRDF claimable trainings.

Oliver is a Fellow Member of the Association of Chartered Certified Accountants (FCCA), a Chartered Accountant of the Malaysian Institute of Accountants (MIA) and an Associate Member of Chartered Tax Institute of Malaysia (CTIM). Oliver is also a Member of the American Finance Association (AFA). He holds a Master of Business Administration (UniSA) and a Bachelor of Accountancy (Nanyang).

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COURSE OUTLINE

DAY 1

SESSION 1

THE ART OF FINANCE

- To trust or not to trust the numbers
- What are assumptions and estimates
- Whether accountants' rules mean anything?
- The strange-looking income statement
- Is profit number that precise?
- Decoding the income statement
- Reporting revenue, costs and expenses
- *Harvard's case study 1: Amazon.com in the year 2000*
- *Harvard's case study 2: Mike Mayo takes on Citigroup*

SESSION 2

FOUNDATION OF ACCOUNTING

- The story behind the company's balance sheet
- More on estimates and assumptions behind the balance sheet
- How to balance the balance sheet
- How to relate the income statement to the balance sheet
- Cash is king
- Wake-up call on cash is king concept
- Profit is not cash, and cash may not be profit
- The bottom line of all business – statement of cash flow
- *Harvard's case study 3: eBay Inc.: Internet Success or Fairy Tale?*
- *Harvard's case study 4: Olympus camera*

DAY 2

SESSION 3

WHY USE RATIOS?

- The story behind all the different financial ratios
- The five ratios that really matter
- Comparing your ratios with competitors and what it really says?
- A simple idea - return on investment
- What it really means
- Why it matters so much
- How to calculate this magic ratio
- *Harvard's case study 5: United Parcel Service's IPO*
- *Harvard's case study 6: Intel Corporation, 1992*

SESSION 4

MANAGING WORKING CAPITAL AND FINANCIAL LITERACY

- What is working capital?
- How you use your balance sheet to manage your working capital?
- What is cash conversion cycle and how it could kill even the most profitable companies
- Speaking in numbers
- Does fluency in numbers improve corporate performance?
- How to align everyone to speak the same numbers and Key Performance Indicators?
- Financial literacy
- *Harvard's case study 7: Dell's working capital*
- *Harvard's case study 8: Valuing the AOL Time Warner Merger*

Registration Form

You may either register online at www.tnyconsultancy.com/ffnp or fill up the registration form and email back to us.

Course title	Finance for non-finance professionals: Preparing to be corporate leaders
Course date	28 - 29 June 2017
Venue	DoubleTree by Hilton, Johor Bahru
Registration Time	8:30AM to 9:00AM
Fees	9:00AM to 5:00PM
	RM 600.00 for ERP and CMSRL members
	RM 700.00 for members of accounting and finance associations
	RM 800.00 for non-members
CPD Hours	16 CPD hours
Terms and conditions	<ol style="list-style-type: none"> 1. T&Y Corporate Consultancy Sdn. Bhd. only recognises reservation upon valid payment. 2. T&Y Corporate Consultancy Sdn. Bhd. has a non-refund policy. Transfer to other programme is allowed within 3 months from the registration date. A replacement person with the same course is allowed. 3. Cancellation made within 7 calendar days before the event date will not be refunded. 4. Registration will be closed 7 calendar days before the event date. 5. T&Y Corporate Consultancy Sdn. Bhd. reserves the right to change the venue, alter the speaker(s), cancel/postpone this programme without further notice. Any payment made will be refunded in full should the programme be cancelled.

Participant details to be fully completed for the issuance of certificate of attendance.

Complete this form and email to serena.yap@tnyconsultancy.com.

For further enquiry, please call 016-9245319.

Full name	
Position	
NRIC/ passport no.	
Company's name	
Email address	
Phone no.	
Mobile no.	
SC License/ CMSRL no.	
Accounting and finance associations membership no.	
Business postal address	
Vegetarian diet	<input type="checkbox"/> Yes <input type="checkbox"/> No
Payment Mode	<input type="checkbox"/> 1. Cheque made payable to "T&Y Corporate Consultancy Sdn. Bhd."
	<input type="checkbox"/> 2. Bank into Alliance Bank Malaysia Bhd. A/C no.:011670010031567 with bank-in-slip send to serena.yap@tnyconsultancy.com
	<input type="checkbox"/> 3. Cash payment
	<input type="checkbox"/> 4. Credit card at www.tnyconsultancy.com
Do you want the invoice/ receipt to be issued under the company's name?	<input type="checkbox"/> Yes <input type="checkbox"/> No