

Finance for non-financial Managers

A multi-client training for professionals from all industries

8-11 December 2014 in Dubai

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An interactive seminar combining theory and practice

Have you ever wished that you would better understand Finance and Accounting? Maybe with a view to take over higher responsibility within your company?

Then this course is for you.

As Warren Buffett, one of the richest people on the planet once said: "You have to understand Accounting and Finance. It is the language of business and it is an imperfect language, but unless you are willing to put the effort to learn accounting - how to read and interpret Financial Statements - then you really should not select stock (nor make business investment decisions) yourself".

Open to participants from all industries

Accounting and Finance are not hard to learn, and everybody can learn them. In fact, to fulfil your company's vision to become one of the best in its own market, your company must become even more performance driven than it has been in the past, and this starts with financial performance. But do YOU understand Finance well enough to be able to take optimal investment decisions yourself, affecting your business unit and the overall company?

A 4-day training to learn what others have learned in years

The 4-day training will bring you up to speed with the key concepts used in Accounting and Finance: the terminology and acronyms, the difference between cash and profit; key financial ratios; valuation of businesses and investment plans; the cost of capital, and many more.



Seminar provided by INVESTAURA

INVESTAURA Management Consultants is a leading boutique ICT consulting and training firm.

From its HQs in Cambridge (UK) and regional offices in Germany, France, Senegal and the UAE, it serves its clients in more than 40 countries worldwide.

Founded in 2008 by veterans of the IT, Telecoms and Finance industries, INVESTAURA only recruits subject-matter experts.

The seminar will be run by one of the Managing Partners at INVESTAURA.



In addition to trainer-led presentations that are richly illustrated with examples from industry, the participants will solve a series of exercises and work on case studies.

Day 1

Understanding Company Financial Statements

- Session 1: Why does Finance matter?
- Session 2: Overview of the 3 Financial Statements: Profit & Loss, Balance Sheet and Cashflow statement
- Session 3: Accounting terminology: Sales, CAPEX, OPEX, Depreciation, Fixed and Current assets, Liabilities, Equity, and more
- Session 4: Learning to read and understand financial statements

Exercise 1 - Start of the Case Study #1

Exercise 2 - Financial statements step-by-step

Exercise 3 - Reading the Financial statements of various listed companies such as Etisalat, Google

Key Learning: by the end of the first day you will be familiar with financial statements and able to read and interpret them. You will also know how CAPEX are treated in the P&L, the difference between cash and profit, various types of cashflows and what the Balance Sheet tells us about the business.

Day 2

Calculating Financial Ratios and Analysing Performance

- Session 1: Recapitulation of Day 1
- Session 2: Overview of Financial Ratios
 - Profitability
 - Liquidity
 - Stability
 - Capital efficiency
 - Other operational KPIs
- Session 3: Calculating Financial Ratios and Analysing Performance
- Session 4: How financial ratios vary by industry

Exercise 1 - Calculation of the Financial Ratios of listed companies

Exercise 2 - Continuation and finalisation of the Case Study #1

Key Learning: you will become knowledgeable about various types of Profit Margins, Liquidity and Stability ratios, as well as ROE and ROIC. Furthermore, you will understand how ratios typically vary by industry and how ratios reflect great, average or poor performance.

Day 3

Business Planning, Forecasting and Costing

- Session 1: Recapitulation of Day 2
- Session 2: Overview of Working Capital (debtors, creditors)
- Session 3: Business Planning and Forecasting
- Session 4: Introduction to Costing

Exercise 1 - Calculation of the Working Capital days for various companies

Exercise 2 - Forecasting revenues, costs (OpEx, CapEx) and cashflows

Exercise 3 - Investment plan for a simple project

Exercise 4 - The annuity formula: the cost of capital is real!

Exercise 5 - Per unit costing

Key Learning: by the end of day 3, you will be familiar with other important concepts such as the Working Capital, Debtors, Creditors and the Annuity formula. Also you will be capable to prepare a simple Business / Investment plan, and apply what you have learned to perform Costing calculations.

About the Seminar

The Seminar is run as a series of presentations interspersed with group discussions, exercises using public domain information from 'real' companies listed on the stock market, as well as two case studies.

This approach will enable participants to immediately take ownership of what has been presented by the trainer and apply it to their work.

No prerequisite knowledge is necessary to attend the seminar; however, participants should come with their laptop, spreadsheet software (Excel), as well as Internet access.

INVESTAURA's case studies are based on fictitious events, but is none-the-less representative of issues that happen in industry. Each case study will take about 3 hours to complete over the course of 2 days.



"Money never starts an idea; it is the idea that starts the money"

"Failing to Plan is Planning to Fail"

Chinese proverb

Day 4

Valuation of companies and new business opportunities

- Session 1: Recapitulation of Day 3
- Session 2: Overview of Financing and Fund-raising (equity, debt)
- Session 3: The time value of money and the Cost of Capital (WACC)
- Session 4: Valuation: Multiples (Sales, EBITDA); Net Present Value (NPV)
- Conclusion of the Seminar: Guest speaker "Insights and Perspective on the responsibility of the CFO"

Exercise 1 - Calculation of the debt-to-equity, gearing and debt-cover ratios

Exercise 2 - Estimating the cost of capital for a company (Case study #2)

Exercise 3 - Calculation of Multiples from recent M&A transactions

Exercise 4 - Estimating the cost of capital of a company (Case study #2)

Key Learning: by the end of the seminar you will understand the cost of capital, and you will be able to estimate the value a business or an investment project, using Multiples, NPV and the Cost of Capital.

Your coaches for this Seminar

Pierre Lurin

Pierre is a Partner at INVESTAURA Management Consultants. He started his career in 1995 in the UK with AnalysysMason, a consultancy specialising in telecommunications strategy. In 1999, he joined Siemens Communications in Germany, now Nokia Solutions Networks and has held a number of senior positions in Marketing, Sales, Finance, M&A, Portfolio Management and Managed Services. In 2008, he was one of the founding Partners setting up INVESTAURA.

As a trainer, he has worked with numerous operators and manufacturers across Europe, Asia, the Middle East and Africa, training people on Finance, Business Planning, Budgeting, Costing, Business Modelling and Entrepreneurship.

Pierre has lived and worked in the UK, France, Malaysia and Germany. He holds a Master of Science from Ecole Centrale Paris (France), as well as a Master in Finance from the University of Cambridge (UK). He is also the author of the book "Business Planning for Managers: how to use powerful techniques to write better business plans" (see www.business-planning-for-managers.com and Amazon.co.uk).

It took me 20 years to learn what I know about Finance today. I wish that I knew 20 years ago what you will learn in this seminar!

Guido Peters

Guido is a Partner at INVESTAURA Management Consultants. He started his career in 1994 working for BT (British Telecom). In 1996 he joined Siemens Communications in Germany with the assignment to build a Business Planning expert team for Mobile Networks, Fixed Networks and Enterprise Solutions. In 2000 he moved to Sao Paulo, Brazil to set up a Centre of Competence in Marketing and Business Planning for Latin America. In 2005 he joined Strabag in Austria and later Xerox in Germany as Vice President for Intelligent Transportation Systems. In this role, he had Sales responsibility for large IT outsourcing projects and managed to secure multiple 'mega' deals for the company.

In 2010 he joined INVESTAURA as Partner, and is responsible for developing business in Central Europe and Latin America. Guido is also acting as Business Angel and Coach in the European High-Tech start-up scene.

As a trainer and coach, his specialty is training people in Business Planning, investment cases and ROI calculations. Guido holds a Master of Economics from the Technical University in Berlin. He is also a graduate from the Siemens internal MBA programme for high potentials (Duke University - The Fuqua School of Business).

At the beginning of my career few people in the Telecoms industry understood Finance and Value-based Management. I am pleased that I could help make a change.

INVESTAURA Management Consultants

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Registered in the United Kingdom, number 8247122
VAT registration: GB 144 1114 59

Other finance-related course available

Business Planning for existing companies and new projects

Business Planning for entrepreneurs

Activity-Based Costing Costing and Profitability Management

Valuation, Due Diligence and M&A