

**2-day Course in August 2015**

## **Finance for Non-finance**

**While Income-Outcome™ is a most effective course in teaching a deep understanding of finance it offers much more to participants**

### **Who can benefit**

From senior managers to line staff, there is learning for all participants. Even those who hold tertiary finance qualifications have come away with a new understanding of their specialist field and how their knowledge can be used to drive profitability and better business performance.

### **Why you should attend**

#### ***Do you want to***

- Cultivate an innovative and solutions-based corporate culture?
- Acquire a deep understanding of financial concepts with an appreciation of the interrelationship between the elements of financial statements?
- Foster interdepartmental teamwork to improve outcomes?
- Develop a strategic mentality and think like a CEO?
- Achieve an overview of the business's operations?
- Enhance appreciation of the contribution of each business unit to overall business results and to understand how they can effectively work together?
- Understand the key drivers of business profitability?

Then Income-Outcome™ training will deliver these results to you and your team.

Join other successful Fortune 500 companies such as BMW, Microsoft, Hewlett Packard, Maersk, Dupont and many others in undertaking this best-practice management training to create an innovative success culture in you and your team. The Harvard Business Review commends Income-Outcome™ as a most effective tool in building business acumen.

## Program outline

The Income-outcome™ business acumen training is delivered to groups of executives, managers and line staff using a unique experiential learning tool. Up to 6 teams of 4 or 5 participants compete in a real life business simulation over a theoretical 12 month period (2 day program). During the simulation participants learn:

- Key financial concepts
- Understand the complex relationship between different business departments of production, marketing, finance and human resources
- Apply critical business decisions and strategies to a series of external commercial situations
- Work together to strategize and compete against other teams
- Test decisions and business models against outcomes to understand what works and what does not
- Cultivate clarity of their intrinsic role and the importance of their business unit's performance and decisions on the ultimate success of the business; and
- Embed long term knowledge through the unique application of kinaesthetic learning practices

## Barry Johnson Biography



Barry Johnson is an experienced company director.

He has also been training business managers and executives of international and multinational companies around the world. He has been mentoring and training managers in China and South East Asia since 2000.

Barry specialises in financial acumen and strategic planning training. His experience in running companies across many different industries is used to incorporate real case studies in the delivery of the programme. His engaging, thought provoking and even sometimes challenging style of delivery ensures long term retention of learnings. He has been instrumental in inspiring participants to create innovative business solutions which have resulted in real changes in business performance. As a result of Income-Outcome™ training not only have participants learned new knowledge but their thinking has changed in a meaningful way that has impacted in the work-place. New products have been delivered, real savings have been made in operations and measurable increases in profit and operational efficiency have been achieved.

REGISTRATION FORM

Please return this form:

By email: dxue@pharmaguys.com or jenny.wang@pharmachinaonline.com

By fax: +86 10 84476110

I wish to register for:

Finance for Non-finance by Barry Johnson

Dates: August 20 - 21, 2015

Investment: CNY 10,800

Place: TBD, Shanghai, China

Registration Details:

Name: Job Title:

Company:

Address:

Telephone: Fax:

Email:

Authorized signature: Date:

Discount Polices:

5% for early bird before 25 July, 2015

5% a group of 3 and over

10% for Pharma China subscribers

Payment & Invoicing:

开户行 (Bank): 北京银行红星支行 账号 (Account No): 010903304001201090744-98

帐户名 (Account Holder): 北京富马杰士信息咨询有限公司 (人民币帐户 - CNY Only)

If you need the official receipt to be sent via courier, please type or print the official title of the company, mailing address, addressee in Chinese.

发票抬头: 快递地址及收件人:

If you are based outside China, please pay by credit card or contact us for other options.

Please charge: Visa Mastercard Amex Discover for US\$

Card # Cardholder name

Cardholder Signature Expiration Date

Card Code (the last 3 or 4 digit number at the back of card on signature line)

Cardholder's full billing address

Cancellation Polices:

Return of this form by email or fax is considered to be registered officially and liable to the following cancellation policy:

- More than 4 weeks, 100% of the fee is refunded
- 2-4 weeks, 75% of the fee is refunded
- Less than 2 weeks, replacements or program transfer only

We will confirm the course opening two weeks in advance of original schedule and reserve the right to cancel or postpone the course should there be insufficient participants.