

**2-day Course in October 2015
Finance for Non-finance**

Deeper Understanding of Finance for A Pharmaceutical Manager

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

- Understand financial statements?
- Learn the language of finance?
- Go behind the numbers to evaluate a company's performance and position?
- Determine what KPI's can be used to benchmark a company?
- Use finance tools to effectively manage a business?
- Manage cash flow?
- Prepare and use budgets to maximise business performance?
- Make better investment decisions with reference to financial statements?

This course will provide the tools to apply finance knowledge to improve business operations and to evaluate business performance.

Even if you have no finance knowledge at all, after two days you can expect to be able to make financial management one of your effective tools in producing better management outcomes.

The program will use your actual company's current published financial reports to bring the lessons to the session to the real world.

Program outline

Finance for Non-Finance Professionals is a “hands-on” 2 day program where a high level of practical financial understanding and tools are learned. It is a finance course with a difference which engages, is practical and leaves participants with deep learning experiences that they can apply day-to-day. Specific topics that are covered include:

- The structure, content and purpose of the three key financial reports
- KPI's that underpin every successful business
- How to manage cash flow better
- Evaluation of company and investment performance
- Better decision making using financial tools
- How to use budgets to improve business performance
- The language of finance
- How to drive profitability and a better financial position using financial tools

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 is from 08.30 for a 09.00 start.

Day 1 (Wednesday 28 October 2015)

9.00 – 12.30

Participants will share their background to allow optimum exchange

Session 1: Understanding and Using The Principal Financial Reports

Overcoming the difficulty of “the language of accounting”: an introduction to the structure and content of the three primary financial statements – the income statement, balance sheet and cash flow statement.

- Brief overview and introduction - basic principles of accounting
- Three principal financial statements
 - Income statement
 - Balance sheet
 - Cash flow statement

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- Intangible items – and what is not included in accounts
- Published external reporting – how leading organizations are widening and deepening their external reports. Examination of the principles and structure and content of each of these three core financial statements, with reference to published examples
 - In addition to traditional basic financial reports, what do they now report, and why?
 - What can we understand from an overall published “reports and accounts” and importantly what is not disclosed?

12.30 LUNCH

13.30 – 17.00

Session 2: Financial Analysis and Performance Ratios

Financial statements, and internal management accounts, should contain a wealth of information about an organization’s recent performance and current financial status.

This session will introduce you to the main tool used by accountants to analyze a organization’s financial statements – financial ratios – as well as simple frameworks to enable managers to challenge and interpret their analysis effectively.

- Frameworks for financial analysis
- What timeframe?
- What analysis can sensibly be gained from examination of published financial information?

Afternoon Coffee & Networking

- What does a banker look for?
- What does a potential investor look for?
- What does a competitor look for?
- Suppliers and customers – should they be interested?
- What internal performance analysis/ratios should be established and what should they be used for?

DAY 2 (Thursday 29 October)

9.00 – 12.30

Session 3: Analysis and Management of Cash Flow

Businesses fail when they run out of cash ...not out of profit. Managing cash flow is one of the most demanding and critical of financial management disciplines – and is directly influenced by the decisions and actions of all managers and supervisors. A deep understanding of cash flow management is presented.

- Analyzing the cash-flow statements
 - Cash flow from operations
 - Cash flow from investment
 - Cash flow from financing

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- Cash-flow forecasting.
- Managing liquidity, why apparent sound decisions can negatively impact on cash flow.
- How can businesses control cash flow and avoid the inherent problems of cash-flow shortage, even on a short-term basis.

12.30 LUNCH

13.30 – 17.00

Session 4: Effective Planning & Budgeting

Most organizations are dissatisfied with their planning and budgeting arrangements.

This session focuses on making practical use of budgeting and forecasting tools to enhance the performance of your business. You will identify how to align your budgets to organization-wide aims and achieve strategic targets.

- Profit Planning and Finance Forecasting
 - Break-even analysis
 - Percent of sales method
 - Multiple regression method

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- Financial Planning & Control
 - Planning
 - Budgeting
 - Impediments to effective planning
 - Variance analysis
 - Zero-based budgeting techniques
 - Fixed and variable / flexible budgets

17.00 CLOSING SUMMARY

Incorporated into the presentation will be information regarding how companies are structured and clarification of the role of the primary stakeholders being Directors, Executives, Auditors and Shareholders. Information will also be presented on the investment value of a company to investors and what can those investors expect from those companies and how company value can be enhanced.

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: October 28 - 29, 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 12 October, 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.