



The brightest minds in finance

# Finance for Non-Financial Managers

# Grasp the financial side of things. Understand the numbers.

A good understanding of the finance of your organization is key to being able to help it move forward. Whether you are managing a division, a team or work in an expert role, a solid basic understanding of your organization's financial aspects greatly enhances your capabilities to be more effective and contribute to its future-proofness. This compact two-day program provides you with those essentials in financial knowledge and insights.

## How you will benefit

By attending the program, you will

- Break through the barrier of finance language
- Understand the basic accounting model and its limitations
- Analyze and interpret financial statements within the context of your industry
- Grasp what drives the most common errors in business and how to avoid them
- Identify risks and understand the options available to manage risk
- Apply management accounting tools to business problems
- Understand the budget process and forecasting techniques
- Link financial objectives to strategy
- Identify key value drivers to help manage the value of a business
- Understand different valuation techniques and respective benchmarks
- Obtain essential tools and techniques in presenting a business case

## Who should attend

The **Finance for Non-Financial Managers** program is suitable for all types of highly-educated, non-financial professionals. It endows non-financial managers and experts with the insights and tools to understand 'the numbers' to help them make better decisions. And a solid basic understanding of the organization's financial aspects greatly strengthens the capabilities to be more effective and contribute to its future-proofness.

**"The program gives a good starting point for assessing financial statements, budgets and business cases."**

Policy Advisor, Ministry of Finance, The Netherlands

# Program at a glance

## Analyzing and interpreting financial accounting statements

- Understanding the accounting process
- Applying the fundamental accounting concepts
- Tools used to identify 'value'
- Why 'Cash is King'
- Common ratios to assess the financial risk of the organization
- Understanding commonly used words and acronyms, e.g. EBITDA, ROCE, CFROI
- Learning the limitations of the traditional accounting model and how to overcome them

## Introduction to Discounted Cash Flow analysis and the time value of money

### Understanding Finance and Performance

- Linking accounting to strategy
- How risk management drives value
- How value drivers are identified and what benefits they deliver
- The most commonly applied valuation tools

### Management Accounting and Performance

- Understanding what drives a company's 'bottom line'
- Analyzing it from a customer perspective
- Customer profitability analysis
- A measurement system to include both financial and non-financial metrics
- Managing risk and building certainty to add value
- Analyzing break-even and contribution analysis
- Identifying incremental cash flows

### Making Investment Decisions

- Discounted Cash Flow analysis (DCF)
- Net Present Value (NPV) of an investment
- Forecasting cash flows
- Measuring the required rate of return - Cost of Capital, WACC, IRR

2 days | € 2,750 | Check AIF.nl for dates

# The expert

Meet the brightest minds in finance. Learn from the world's leading finance academics and experienced corporate executives.



**Susan Hansen** has worked in financial services since 1980. She is a Chartered Accountant (Australia and South Africa) and teaches

several short courses for The University of Auckland Business School. She has worked for a 'Big Four' Accounting firm for eight years in Cape Town and London, and spent five years with a Wall Street Investment Bank.

Before establishing a financial training consultancy, Susan was Chief Executive of Viaduct Harbour Holdings Limited, Auckland's waterfront development. She regularly presents seminars for organizations throughout Australia, New Zealand and South East Asia that largely target managers from a non-financial background to help them understand the numbers and the financial tools that are available to assist decision making.

Susan is a non-executive Director of a 'closed-end' investment company, listed on the London Stock Exchange. She also chairs the audit committee of an Australian Public Company.

She has an MBA from the University of Cape Town Graduate School of Business and is the author of several books, including "Simply Finance", Bateman 2010.

## Enrolling & practical information

### Enrollment requirements

AIF considers each enrollment application carefully to ensure the quality and level of the program is maintained and that participation of candidates is beneficial to both themselves and their organizations. The general prerequisite for all AIF programs is the possession of an academic or equivalent degree, as well as proficiency in English and practical experience.

### Accommodation

AIF has special corporate rates available for participants at a number of hotels in central Amsterdam.

### Certificates

An AIF certificate of attendance is awarded to all participants who successfully complete the program.

### Program location

The programs are held in the center of Amsterdam, within an easy walk from Amsterdam Central Station, and within 30 minutes from Schiphol international airport.

### Program fees

Program fees include tuition, all comprehensive program materials, books, and any software that is required for the program, as well as luncheons and daily refreshments. Accommodation is not included.

### In-company programs

For information on how AIF can add value to your organization via a tailored in-company program, please contact AIF directly at: +31 20 246 7140.

**Ready to learn more?** Find your program and reserve your place at **AIF.nl**

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