

UNDERSTANDING AND INTERPRETING FINANCIAL STATEMENT FOR NON- FINANCIAL PERSONNEL

Demystifying Finance by Explaining Simply and Clearly What the Key Financial Statements Mean, How they Work and Relate to Each Other and How to Apply Key Management Ratios to Evaluate the Strengths and Weaknesses of the Business Operations

3rd & 4th August 2017
Kuala Lumpur, Malaysia

Prerequisites

As the focus is on the decision-making process, participants will not be required to understand the book-keeping process and the preparation of financial statements. Instead, upon completing the workshop, they will gain the know-how to apply various analytical techniques to examine the performance of the business operations.

Major Benefits Of Attending

By end of this course, delegates will be able to:

- **UNDERSTAND** their company's financial statements
- **PROVIDE** meaningful and insightful contributions on financial matters
- **INTERPRET** what the financial information is telling them
- **EVALUATE** their future plans and projects from a financial perspective
- **IDENTIFY** potential problems within their business earlier
- **DETERMINE** the appropriate course of corrective action to identified problems
- **BETTER MANAGE** their own finances

Why you Should Attend?

To many non-financial managers, the world of financial terminology and statements is often unclear ... confusing ... even downright frustrating. But, the truth is, buried within those numbers are often the answers you need to make smart business decisions.

Have you ever found your attention wandering off when your colleagues start talking about your company's finances? Have you ever looked at a set of financial statements only to put them down straight away? Have you ever been in a meeting where finances are being discussed and you have found yourself either not understanding what is being discussed or not being able to contribute meaningfully to the discussion? If you answered yes to any of these questions, then this course is for you.

Here you will be taken through a very practical and informative workshop on understanding and interpreting financial statements. You will learn some of the important tools to use when reviewing financial statements. You will learn some of the common pitfalls of financial analysis and how to avoid them. You will learn the importance of having a holistic view of financial aspects of your company and industry.

Who Should Attend?

The seminar is specifically designed for C-Level Executives who are tasked with determining the best course and direction for their companies:

- ✓ CEO, COO
- ✓ Head of Operations
- ✓ Sales Directors
- ✓ Marketing Directors
- ✓ Human Resource Directors
- ✓ Non-financial Executives
- ✓ Decision Leaders
- ✓ Senior Non-Financial MANAGERS in all Areas of your Business

And other Non-Financial Staff within the Organisation who are required to have an Understanding of Finance.

Organized by: _____



WE SOLVE YOUR PUZZLE