



Strategic Financial Skills

1-Day Director & Manager Training Program

Strategic Financial Skills is designed for Directors & Senior Management who-

- ✓ **Are under pressure** - to understand and to produce better financial performance
- ✓ **Must have** - fast appreciation of current approaches impacting performance
- ✓ **Need** - to understand strategy and its impact on the financial results
- ✓ **Need** - to grasp quickly the organization's financial dynamics
- ✓ **Want** – practical strategic financial know-how

What will the course do for you?

- 2 Days of practical structured learning and implementation
- Become aware of the emerging trends in management performance thinking
- Calculate and appreciate key financial ratios used to assess financial performance.
- Calculate sensitivity matrices to help select better strategies
- Calculate Sustainable growth that can be internally funded
- Consider appropriate strategies in your markets or areas of operation through competitive position analysis.
- Consider how to Implement what you learn in your own organization
- Consider optimal approaches to costing and cost cutting
- Consider the optimal size of the organization.
- Develop systematic approaches to analyzing competitive position and strategy
- Develop the balanced score card approach
- Evaluate the financial impact of overall strategy changes quickly.
- Help you to forecast profit and loss, balance sheets and cash flow systematically
- Learn continuous improvement techniques -services, products, and customer
- Learn how to re-arrange financial statements into a one page management format to make understanding the results easy to grasp and easy to use.
- Learn the benefits from introducing Activity Based Management
- Net working with your peers from other organizations
- Practical case studies
- Small group interaction and discussion
- Small group size less than 25 participants
- Understand cash flow and the key drivers of cash flow.

Developed By
The Academy of Strategic Performance Pty Ltd
ABN 96 106 963 562
for
Family Business Australia

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Strategic Performance

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COURSE OUTLINE

- Use the Du Pont ratio system to improve operational management decision making and performance
- A 2-day workshop for company directors and senior management in which participants work in groups through
 1. A simple structure to produce all of the key ratios and performance indicators that are used in decision making and tracking financial performance
 2. Identify the importance of separating out the operational and financial aspects of financial statements
 3. Assist in developing a simple analysis structure for your own business (you bring your own accounts and analyse these.)
 4. Assist in stimulating the questions you should be asking of the company's financial performance



PRESENTER

David Cartney is experienced as a professional non-executive and independent director and chairman. With broad experience as a CEO in Manufacturing and Agriculture exporting. David has experience in start-ups such as companies in IT, professional services, and has management experience in Europe and North America in privatising British Airways, in Banking with Security Pacific Bank and the ANZ bank in Australia.

David has a Masters from St. Andrews University and Postgraduate from Heriot Watt University in Scotland. He is also a qualified accountant, banker, and director.

A Calculator is essential for this workshop which will cover the following areas:

- Strategic context of the financial performance
- Understand the structure of financial statements
- Re-organize the profit & loss and balance sheet into a powerful analysis tool
- Understand the dynamic relationship between profit, cash flow and the balance sheet and the key ratios
- Use Dupont analysis to improve performance
- Measure the key drivers of financial performance
- Quantify the impact of what ifs and alternative scenarios on the expected results
- Complete a forecast and consider the value of the company to a buyer



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