



KPI

FACTS & FIGURES

Topic 1: **Benchmarking & Financial Analysis Report Writing for Accountants**

Comprehensive Guide to Professional Analyst's Writing Standards

19-20 Apr 2017

Target Audience: Accountants, Finance Managers, Finance Professionals

- **Understand** the importance of writing a good financial analysis report
- **Discover** techniques of planning and preparing the ingredients to write a good financial analysis report
- **Learn** to customize financial analysis report to your target audience and ensure the key messages are delivered clearly
- **Acquire** techniques to benchmark against your competitors
- **Learn** to write in layman terms when explaining financial jargons
- **Learn** to present report effectively using graphical tools
- **Know** how to write financial analysis report in a clear, logical and concise manner

Reduce writing time with effective choices of purpose, audience and structure

Help readers understand your content with clear definitions of financial terms

Make your financial data memorable with compelling tables

Reach decision makers with sharper analytical summaries

Topic 2: **Finance for Non Finance Managers**

24 May 2017

Target Audience: CEO, Director, General Managers, Decision Maker, Managers, Asst Manager

This course is designed to provide you with the essential understanding of finance and accounting knowledge that you need to contribute in a proactive role. You will grasp the main finance concepts and practices and gain the tools and confidence to review expenses, prepare and manage budgets and analyse financial numbers. Enroll now for making business decision effectively and bridge the communication gap with the colleagues from the finance department.

- **Read and Interpret** a basic set of financial statements
- **Understand** & prepare Budget in line with Corporate Objectives
- **Discover** what drives costs
- **Understand** Profit & Loss Statement and Balance Sheet
- **Understanding** Cash Flow Management & Working Capital Management
- **Use** KPI to plan & effectively managing the business
- **Increase** influence on the business by making more decisions with confidence
- **Learn** the composition and contents of a set of financial statements (using real life examples)



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