



THE ARC TRAINING GROUP
 A Division of The ARC Consulting Group, Inc.
 A Profit Enhancement Firm
 Providing Educational and Consultative Services to the
 International Business Community

SEMINAR FACT SHEET

FINANCE AND ACCOUNTING FOR NON-FINANCIAL PROFESSIONALS COURSE NO. ARC 005

SEMINAR OVERVIEW

Business executives need to understand the financial factors critical to business success. This interactive seminar shows you how finance works in today’s fast-paced business environment. You will understand the critical issues of profitability, liquidity and financial structure. You will understand the accounting process and principles of financial reporting together with how to budget and maximize profitability.

ARC can customize and present this program in a Two-Day or Three-Day format by omitting specific modules. ARC never charges for program customization.

WHO SHOULD ATTEND

Any business professional who needs to understand how to read financial statements, budget variance reports, supplier and customer financial reports, of any financial report that supports key and critical decisions. If you need to know the language of business, this is **ESSENTIAL** Training.

AUDIT PROFESSIONALS	FINANCIAL PROFESSIONALS	TECHNICAL PROFESSIONALS	OPERATIONAL PROFESSIONALS	STRATEGIC MANAGEMENT
■ Staff	■ Staff	■ I / T	■ Supervisors	■ Managers
■ Seniors	■ Controllers	■ Engineers	■ Team Leaders	■ Directors
■ Managers	■ Directors	■ Proj. Managers	■ Managers	■ Vice Presidents
■ Directors	■ VP’s & CFO’s	■ ISO & Quality	■ Plant Managers	■ CEO’s

WHAT WILL BE COVERED

You will be able to project the benefits of proposed capital projects, and determine which to pursue. You will understand the business from both a financial and strategic perspective. You will see how your decisions influence corporate profitability.

SPECIAL FEATURE: You can tailor this program by using your internal processes and accounting practices in lieu of the standard case and examples provided with the materials at no additional charge. ARC will modify this program to reflect the unique aspects of your organization at no additional charge

HOW YOU WILL BENEFIT

You will learn how to evaluate the effectiveness of past performance, key decisions, and strategic initiatives. You will gain the confidence you need to participant in staff meetings, identify processes that drain profitability, and what you can do to enhance the value of your company.

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This program will address critical topics such as:

- Learn the financial jargon and communicate effectively with the financial professionals
- Understand the role and the limitations of company financial reports
- Effectively identify financial and operational risks
- Tactics for “Profit-Enhancement” management
- Project the potential fiscal impact of business strategies
- Understand how to validate capital purchase decisions
- Develop leading-edge budgets that drive profitability

PROGRAM AGENDA

DAY ONE:

THE INTERNATIONAL BUSINESS ENVIRONMENT

- Overview of the strategic, tactical, and operational aspects of today’s global business entity
- The Organizational Planning Model
- The Product/Decision/Information Cycle
- Recent U.S. Reporting Legislation: Sarbanes-Oxley

HOW TO “TALK THE TALK”

- Learning the Financial “Jargon”
- The nature and purpose of accounting
- How the Debits and Credits of Accounting really work
- Cash vs. Accrual Accounting
- U.S. vs. International Accounting

READING THE ANNUAL REPORT

- The Income Statement – The results of operations
- The Balance Sheet – the statement of position
- The Cash Flow Statement – the true story
- Notes to Financial Statements – basis for analysis

DAY TWO:

ANALYZING THE ANNUAL REPORT

- Ratio Analysis – The heart of Financial Analysis
- Use Excel[®] templates to calculate and interpret liquidity, leverage and profitability ratios
- Interpret the results of ratio analysis from an accrual accounting perspective
- How to use the financials to validate new customers and suppliers
- How to enhance the Cash-To-Cash Cycle
- The inter-relationship between the DuPont Formula, EVA[®] and the Altman Z-Score
- Use various investment surveys to benchmark the results of financial analysis

CASH FLOW ANALYSIS AND CASH PLANNING

- Understanding the Cash Flow Statement
- Using the Cash Flow Statement to identify accounting irregularities
- Determine Cash Flows related to Operations, Investing, and Financing activities
- Evaluate the various calculations of “Free Cash Flow”
- Use Excel[®] to calculate and interpret cash-based liquidity, leverage and profitability ratios
- Interpret the results of ratio analysis from a cash accounting perspective

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COST-VOLUME-PROFIT ANALYSIS

- Calculating The Break-Even Point
- The Implications Of Different Company Cost Structures
- How to use the Excel Tool “Goal Seek”
- Use In Various Business Models

DAY THREE

FINANCING THE COMPANY

- Debt vs Equity Financing
- Calculating the Weighted Average Cost of Capital
- The Impact of Leverage

PROJECTING THE POTENTIAL BENEFIT OF CAPITAL PROJECT PROPOSALS

- The Time Value of Money – How Discounted Cash Flows Work
- The nature of Capital Spending
- Applying Key Financial Ratios to maximize the return on Capital Investments
- How to evaluate which project to fund
- Determining the initial and subsequent capital project cash flows
- Identification of the WACC and Hurdle Rate
- Developing the Capital Spending Budget
- Use Excel[®] to evaluate capital projects by applying NPV, IRR, MIRR, and Discounted Payback models

PRINCIPLES OF COST ACCOUNTING

- Development Of Cost Standards In Service And Manufacturing Companies
- Nature And Role Of Variance Analysis
- Product And Customer Profitability Statements

BUDGETING FOR TODAY’S PROFIT-DRIVEN COMPANY

- The Nature And Purpose Of Budgeting
- Strategic Budgets
- Tactical Budgets
- Activity-Based Budgeting
- Developing budgets for key processes
- Projecting Revenues - The Revenue Budget
- Projecting Expenses – Determining the true costs of operations
- Putting the Pieces Together – Finalizing The Budget
- Developing Budget Re-Projection and Best Case / Worst Case Scenario Models
- Developing Product and Customer Profitability Analyses

COURSE SUMMARY AND WRAP-UP

This section provides you with the opportunity to address any specific issues with the total group as a resource, to review any specific issue or topic addressed in the program, or to just recap the benefits received from the program and the group as a whole. Your specific learning objectives are addressed and program evaluations are completed.

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SEMINAR PRICING AND LOGISTICS

Duration: 3 Days	Program Level: Basic
Seminar Fee: \$ 9,500	Average Cost / Attendee: \$ 380
Prerequisites: None	Advanced Preparation: None
Maximum Attendance: 25	CPE Hours: None
Delivery Method: Group Live	Booking Instructions: Call (904) 268-1148
<p>This fee includes all instructor travel, living and professional fees, and all participant materials. The client is responsible for training facility, audio-visual requirements, and other creature comforts. For information regarding refund, complaint and program cancellation policies, please visit our website at www.arctraining.com, or call Kate Robbins at (904) 268-1148.</p>	
<p>For additional savings to your organization, invite participants from companies in your area who may also be interested in this program. The ARC Training Group places no restrictions on who you can ask to join your group.</p>	

Duration: 2 Days	Program Level: Introductory
Seminar Fee: \$ 6,500	Average Cost / Attendee: \$ 260
Prerequisites: None	Advanced Preparation: None
Maximum Attendance: 25	CPE Hours: None
Delivery Method: Group Live	Booking Instructions: Call (904) 268-1148
<p>This fee includes all instructor travel, living and professional fees, and all participant materials. The client is responsible for training facility, audio-visual requirements, and other creature comforts. For information regarding refund, complaint and program cancellation policies, please visit our website at www.arctraining.com, or call Kate Robbins at (904) 268-1148.</p>	
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