



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

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

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.

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.

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.

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 participate in staff meetings, identify processes that drain profitability, and what you can do to enhance the value of your company.

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:

NATURE AND PURPOSE OF ACCOUNTING

- Overview of the Accounting in strategic, tactical, and operational planning and evaluation
- How a Company Works
- How Accounting is used in every-day decisions
- Recent U.S. Reporting Legislation

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

BREAKEVEN 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

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

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models

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.

SEMINAR PRICING AND LOGISTICS

Duration: 2 Days	Program Level: Introductory
Prerequisites: None	Advanced Preparation: None
Maximum Attendance: 6	CPE Hours: 16 A&A
Delivery Method: Group Live	Booking Instructions: Call (904) 268-1148
Seminar Fee: \$1,995.00 per person	Email: Rick@ARCTraining.com
Group Discount: Book 3 people and the fourth person is free!	

Cancellation Policy:

If you cannot attend a seminar you can contact ARC in advance to transfer to a future session, or you can send someone to take your place. If you need to cancel your attendance, ARC will give you a complete refund if you cancel more than three weeks before your seminar begins. To cancel, simply email us at rick@arctraining.com. If you cancel with less than three weeks' advance notice, you will be liable for the entire seminar fee. Once your payment has been received, you may request a courtesy transfer to use at any future ARC seminar of equal or lesser length up to three weeks prior to the session. The courtesy transfer must be used within one year of the date of your originally scheduled seminar. In fairness to all attendees, if you do not attend a seminar session for which you are confirmed and do not contact ARC to cancel in advance, you will be charged the entire seminar fee.

ARC grants courtesy transfers to people who cannot attend their scheduled sessions up to three weeks prior to the session. You can use a courtesy transfer for any seminar of equal or lesser length than the original seminar. You must use your courtesy transfer within one year of the date of your originally scheduled seminar.

ARC guarantees the quality of our seminars. If, for any reason, you are not satisfied with a seminar for which you have paid, ARC will give you credit toward another seminar of comparable price or will refund your fee. You can also register on our website at <http://www.arconsultinggroup.com/open-enrollment-programs/>. You can also call Rick Balog at 904-268-1148.



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