



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

The CFO Workshop: Vision, Skills and Focus for the New CFO COURSE No. ARC 008

SEMINAR OVERVIEW

The CFO is the financial “partner in strategy,” along with the CEO, COO, CIO and other Senior Managers. Learn how to focus on the multiple and often conflicting roles you will play and how to manage the priorities—and excel in both your strategic and tactical roles. You will learn how to boost your communication skills far beyond the financial aspects of the company while developing your people and management skills essential to effectively work with your CEO, line executives, shareholders, Board of Directors, regulatory agencies, employees and the financial community.

The compact 2-day program is for senior managers who need to understand the long-term vision of their organization, and how to make the hard decisions that impact the profitability and stability of your strategic business unit.

Program Length – 2 Days

WHO SHOULD ATTEND

Senior managers, non-financial executives, heads of strategic business units, and other experienced financial managers who need to understand how to communicate financial results, and other with key senior managers and staff that supports key and critical decisions of the company. If you need to learn the “other language” of business, this is ESSENTIAL Training.

How You Will Benefit

- Clearly articulate your company’s vision and develop metrics that will measure progress
- Improve internal controls and ensure sound and timely financial reporting
- Master proven techniques for managing financial risk
- Effectively monitor business performance against plans
- Build and manage an efficient finance organization
- Inspire your staff to the energetic and successful pursuit of corporate goals

What You Will Cover

- The job of the chief financial officer
- Sarbanes-Oxley compliance
- Strategic planning
- The controller’s function
- Corporate treasury management
- Motivation and relationship
- Benefits of Proposed capital projects, and how to determine which to pursue
- Feasibility of Bringing new products to market+

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- Potential Profitability from Reengineering existing processes
- Potential of new suppliers meeting your needs long-term
- Ability of new Customers to pay their bills
- Proposed synergies from new acquisitions or divestitures
- Profit-Enhancement potential of new strategies, and more!

PROGRAM AGENDA

DAY ONE:

The Job of the Chief Financial Officer

- The Manager of a Large Department of Highly Skilled People

Motivation and Relationships

- Assess the Motivation Tools You Are Using with the Finance Staff
Understand How You Are Dealing with Business Unit Financial Executives
Improve Your Relationship with the CEO, Marketing and Operational Executives
- Better Manage the Outside Audit and the Auditor
- Assess Your Relationship with Outsiders Such as Bankers and Owners

Strategic Planning Introduction

- Define Strategic Planning and Understand Why It Is Necessary
- Define Appropriate Goals and Objectives for Your Business
- Assess and Measure the external Environment in Which Your Company Operates
- Analyze the Internal strengths and Weakness of your Company

Managing the Financial Function—1

- Components of Effective Financial Policies
- Develop the Accounting Procedures
- Enable Assessment of the Internal and External Reporting Processes
- Review the Structure of the Budgeting Process
- Assess the Tax Compliance Processes and the Nature of Tax Planning

Capital Planning, Forecasting and Fixed Asset Management

- Types of Capital Expenditures and How They Are Analyzed
- Elements of an Effective Capital Project Evaluation
- Understand How to Use the Major Evaluation Techniques: NPV, IRR, EPVI, Payback and Hurdle Rate
- Major Techniques Used to Incorporate Terminal Value
- Evaluate the Best Practices in the Establish Effective Asset Protection Controls

Treasury Management

- Understand the Scope and Parameters of the Treasurer's Job
- Produce Reasonable Cash Budgets
- Use Effective Techniques for Managing Cash Processing

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- Know Where to Invest Surplus Cash
- Debit / Equity Relationships
- Find Sources of Short-Term and Long-Term Cash
- Understand the Risks in Foreign Exchange, Commodity Pricing, Equity Pricing, and Interest Rates
- Understand Some of the Derivative Tools and Techniques Used to Hedge These Risks

Motivation and Relationships

- Assess the Motivation Tools You Are Using with the Finance Staff
- Plan Your Relationship with the Board, Including the Audit Committee
- Better Manage the Outside Audit and the Auditor
- Assess Your Relationship with Outsiders Such as Bankers and Owners

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. We address 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.

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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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