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 Financial Skills Workshop for Non-Financial Executives: Be Prepared to Meet With Financial Professionals
COURSE NO. ARC 017

SEMINAR OVERVIEW

Business executives need to understand the financial factors critical to business success. This interactive Executive Level program will give you the tools essential to work with the financial professionals in your organization. You will be well equipped to actively participant in the financial portions of executive staff meetings, evaluate quarterly and monthly financials, evaluate budget variances, and determine the feasibility of investing in the capital infrastructure of your company. The 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.

WHO SHOULD ATTEND

Senior managers, non-financial executives, heads of strategic business units, and other senior members who needs to understand how to read financial statements, budget variance reports, supplier and customer financial reports, or 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

Through the use of real-world financial reports of U.S. public companies, you will learn how to "hold-your-own" with the financial professionals in your organization.

You will be able to project the:

- Benefits of Proposed capital projects, and how to determine which to pursue
- Feasibility of Bringing new products to market
- 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!

HOW YOU WILL BENEFIT

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

This program will address tough issues 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 STRATEGIC BUSINESS ENVIRONMENT

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

How to Effectively Communicate With Financial Professionals

- Learning the Financial "Jargon"
- The Nature and Purpose of The Accounting Regulations
- The Differences between Cash vs. Accrual Accounting and Why They Are Critical
- What is Presented in The Four Financial Statements

Reading the Annual Report

- The Nature and Purpose of the Annual Report
- Interpreting the Letter to the Shareholders
- The Income Statement – The Measurements of Profitability
- The Balance Sheet – The Relative Risk Presented by Past Investment and Financing Decisions
- The Cash Flow Statement – The True Story – How the Organization Generated and Used Cash
- Notes to Financial Statements – The Keys to the Kingdom

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
- Calculation and Importance of ROIC
- 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 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"
- Understand the difference between accrual and cash ratios

- Use Excel® templates to calculate key cash ratios
- Interpret the results of ratio analysis from a cash accounting perspective

STRATEGIC CORPORATE FINANCING

- Debt vs. Equity financing
- Calculating the Weighted Average Cost of Capital
- The impact of leverage
- EVA® - What it is and How to use it
- Public v. Privately-Held Companies

MAXIMIZING THE RETURN ON CAPITAL INVESTMENTS

- The Time Value of Money – How Discounted Cash Flows Work
- The nature of capital spending
- 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

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!	

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