

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/1104](http://www.amanet.org/1104)

# AMA's Finance Workshop for Non-Financial Leaders

**From finance basics to understanding the essence of cash flow to corporate value creation, this comprehensive program covers all aspects of corporate finance.**

Get a complete financial education in just four days. . .and be prepared to make more powerful, informed business decisions. From understanding the essence of cash flow to learning how to create value on a corporate level, this comprehensive program covers all the principles of corporate finance.

Through the effective use of actual case studies and annual reports of major U.S. public companies, you'll come away better equipped to speak and interact intelligently with finance colleagues...make more informed business decisions...analyze financial statements with new clarity...know the workings of the financial markets...and understand that the core purpose of your firm is to increase shareholder value.

## How You Will Benefit

- Become grounded in all the principles of corporate finance
- Reduce the risk of financial errors in managerial decision making
- Learn how accounting and bookkeeping work
- Discover the ins and outs of financial statements and what can and cannot be learned from them
- Understand how budgeting fits into the world of accounting and the primacy of cash flow
- Gain greater insight into all the principles of corporate finance, including interest and ROI
- Find out how a firm allocates its funds to investment opportunities
- Gain the skills that will help you make the right buy/lease decisions
- Learn how to take advantage of cash discounts offered by vendors
- Make more profitable sales by understanding fixed vs. variable costs
- Monitor operating results to achieve long-term financial goals

## What You Will Cover

- Accounting essentials: booking transactions...cash and accrual methods...assets, liabilities and capital
- Reading annual reports: reading and understanding financial

- Reading annual reports: reading and understanding financial statements...SEC requirements...forms and meanings of the Auditor's Opinion...the importance of footnotes in financial statements
- Seeing your firm from a finance perspective: the organization as an investment tool...classes of investors...WACC and EVA...the importance of cash and flow timing...leverage and risk
- Evaluating financial statements: computing financial ratios to assess liquidity, profitability, leverage and risk...the DuPont formula...merits and pitfalls of financial ratios
- Operational budgeting: constructing and using budgets...avoiding pitfalls...budgeting techniques, variances and hierarchies
- Time value of money: computing time value for money and applying the mathematics of compound interest and present value
- Capital budgeting: preparing and using capital budgets...applying time value of money...using various mathematical techniques
- How financial markets value a business: value models and financial concepts to enhance shareholder value
- Cost analysis, profit planning and exposures to volume/price risks: categorizing costs to make better decisions...determining break-even levels of quantity, price and cost...understanding "operating leverage"

## Who Should Attend

Experienced managers, general managers, directors, vice presidents and top executives in sales, marketing, production and manufacturing...as well as those in managerial positions (and up) throughout the organization who need a background in the principles of corporate finance.

**Note:** You'll need a calculator for this seminar.

## Schedule

- [4] days - \$2,745 Non Members
- [4] days - \$2,495 AMA Members
- [4] days - \$2,363 GSA

## Credits

2.4 CEU/8 PDU\_L/16 PDU\_S&B

24 PDU

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/1104](http://www.amanet.org/1104)