

SMU ACADEMY

# Finance Essentials for Business Success

Helping Professionals to Drive  
Organisational Performance

PROFESSIONAL



To be an all-round successful business professional, sound financial knowledge is essential. Cash flow, in particular, is the lifeline of any business. Upon completion of this highly intensive 1-day programme, you will be able to think of your business / operations in financial terms and equipped with the knowledge to identify the important financial levers that you can use to drive desirable business results. The ability to understand and use financial information is thus, of paramount importance to business success.

## Who Should Attend

This programme is ideal for business professionals who wish to gain sound financial knowledge quickly and able to interpret financial information to help them in driving business results.

## Key Takeaways

At the end of the programme, participants would acquire the skills to:

- i. interpret key financial statements.
- ii. assess the financial health of organisations.
- iii. recognise 'red flags' and risks.
- iv. identify events that have the most impact on the company's cash flow.
- v. identify potential business opportunities or improvements that enhance organisational.

## Programme Outline

### Financial statements overview

- Understand the principles and rules that guide the preparation of financial statements
- Overview of key financial statements and their main components
- Understand the linkages between the various financial statements and their connection to the organisation's strategy

### Assessing the financial condition of a business and identifying key performance drivers

- Use financial statements to identify an organisation's performance and vulnerability areas
- Assess the risks in the level of leverage and capital structure

### Managing cash flow

- Identify the difference between net profit and cash flow
- Understand how business decisions and events impact the organisation's cash flow
- Decide on corrective actions if necessary

### Application

- Analyse a sample organisation's financial statements to assess the organisation's strategy, business performance and potential opportunities / risks.

Please note that the facilitator may make adjustments to his teaching depending on the class progress.

## Facilitator

**Mr. Adam Wong** is a veteran corporate, consumer-banking professional with 24 years' track record in successfully improving global and regional banks' revenue and profits. He is also the Executive Director of Mayvest Asia Pte Ltd, a financial training and consulting firm and an adjudicator of the Financial Industry Disputes Resolution Centre in Singapore. Prior to his current appointments, Adam was a General Manager with Standard Chartered Bank in Singapore and Hong Kong. He also held senior appointments such as Director of Corporate Banking in American Express Bank, Director of a Joint Venture Bank in Indonesia and Head of Cash Management, e-Commerce & Trade Sales in DBS Bank.



Adam is a Fellow Chartered Accountant, a Certified Credit Risk Management Professional and a Certified Professional Trainer. He has contributed actively to the development and training of professionals by conducting workshops for the Monetary Authority of Singapore and bankers in Singapore, Taiwan, Shanghai, Indonesia, Malaysia, Vietnam, Bahrain, Sri Lanka and Pakistan. He has also conducted various programs in the area of banking and finance for Australian, UK and local universities.

■ **Intake**  
13 March 2019

■ **Class Timing**  
9.00am – 5.00pm

■ **Fee**  
\$909.50 incl. GST

#### SkillsFuture Credit

Singaporeans (aged 25 & above) self-sponsoring the programme fee may claim for their SkillsFuture Credit.

■ **Venue**  
Singapore Management University

■ **Assessment Timing**  
5.00pm – 6.00pm

■ **Fee after 70% SkillsFuture Funding (T&Cs apply)**  
**\$272.85** incl. GST  
(for Singapore Citizens / PRs)

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Scan the QR code to visit programme website

