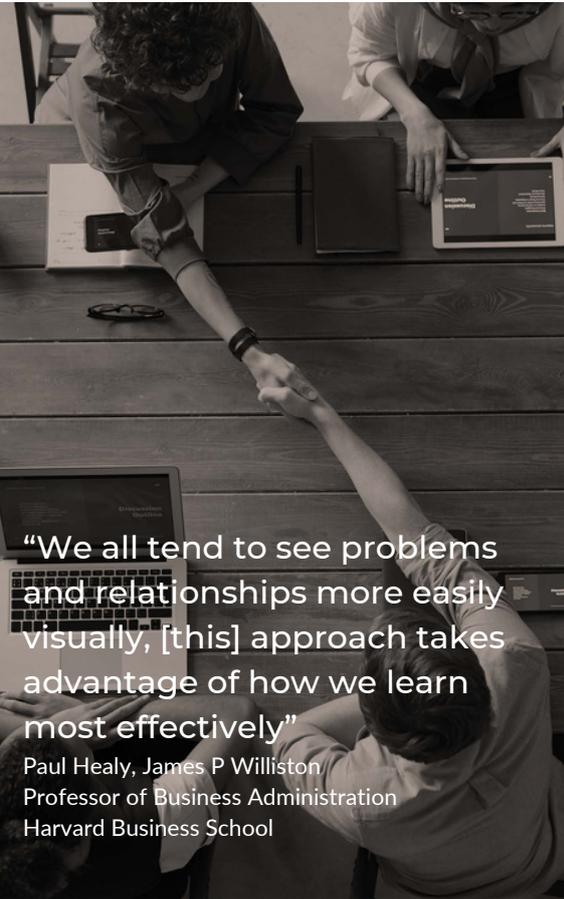


Finance and Accounting Fundamentals



“We all tend to see problems and relationships more easily visually, [this] approach takes advantage of how we learn most effectively”

Paul Healy, James P Williston
Professor of Business Administration
Harvard Business School

Access the Power of the Financial Conversation

Do you find that...

- You hesitate when presented with financial reports and accounting jargon
- Your contribution to the workplace financial conversation is limited; you stay quiet in meetings where you might otherwise contribute
- Previous finance training didn't stick



Find out more by enrolling onto Optimum's new best-of-breed workshop that delivers a fundamental understanding of finance and business in only 10 hours of contact time.

Benefits:

- Make better and more-informed financial decisions
- Engage and communicate more effectively about financial matters
- Gain credibility as a trusted, business-savvy team member

Finance and Accounting Fundamentals :

The workshop is based on the Color Accounting Learning System™, the globally-acclaimed approach for effectively building accounting and financial literacy. It is used at top-100 law firms, international banks, agencies, industrial companies, and universities in America, Britain, Middle East, Africa and Asia.

Course Overview

A visual hands-on approach is followed, demonstrating the five essential concepts every employee should know. The focus is on the underlying meaning of accounting terms, explaining them with simple intuitive examples. Participants leave able to read a balance sheet and income statement, telling a meaningful financial story that informs decision making.



“We've made the course compulsory for everyone in our unit”

Managing Director, New York financial institution

Program Outcomes:

- Truly understand the mechanics and language of accounting
- See clearly the fundamental structure of financial statements
- Be comfortable reading and analyzing key financial reports in order to spot potential commercial issues
- Engage confidently in financial conversations, asking powerful questions based on a rich understanding
- Understand the relevance and uses of key performance measures, such as Return on Equity
- Spot the high-risk areas
- Be conscious of the ambiguities in the language that accountants and financial professionals use
- Know the difference between important terms and trivial naming conventions
- Understand how business works as a value generation cycle

Delivery Options

It is available online virtually and on-site. It can be scheduled over one or multiple shorter sessions. Workshops are tailored to the participants' situation and advanced follow-on modules are available.



Contents And Workshop Agenda

CONVERSATION 1:

INTRODUCTION AND THE BALANCE SHEET

- Learning purpose - themes, point of view, and organizing systems
- The accounting duality - why a balance sheet balances and the accounting equation
- Uses of Funds - assets, recognition criteria, valuation methods
- Sources of Funds - liabilities and equity
- The capitalization table - debt vs equity financing

CONVERSATION 3:

THE CLASSIC TRANSACTIONS - ACCOUNTING FOR A BUSINESS SCENARIO

Putting the conceptual accounting, finance and business model to work using the Color Accounting Popup BaSIS Board. This kinesthetic tool deeply reinforces the learning.

- Debt pay- and repayments, asset and inventory purchases, cost of sales, depreciation, cash versus profit impacts, revenue recognition, prepayments and deferrals, architecture of the income statement, balancing scenarios, terminology.

CONVERSATION 2:

THE INCOME STATEMENT

- Learning purpose - themes, point of view, and organizing systems
- The accounting duality - why a balance sheet balances and the accounting equation
- Uses of Funds - assets, recognition criteria, valuation methods
- Sources of Funds - liabilities and equity
- The capitalization table - debt vs equity financing

APPLICATION:

INTRODUCTION TO FINANCIAL STATEMENT INTERPRETATION

This session completes the transition from accounting information to business decision-making.

- Reading financial statements
- Generating a business narrative
- Introduction to financial interpretation and analysis
- What to look for when assessing a company

Contact us for more information info@optimumlearn.com

CT: +27 21 914 2127 | JHB: +27 11 678 6199 | DBN: +27 31 265 0248

www.optimumlearn.com