



SINDALL · JACKSON

S I N D A L L · J A C K S O N · A S S O C I A T E S

FINANCIAL DECISION MAKING

Incorporating key financial considerations and information into business decision making

To make decisions that improve profitability and shareholder value, executives and managers need a proven model for using strategic & financial information, concepts and tools.

Participants learn to use integrated strategic, financial, and risk management methods and information in order to be more effective as decision-makers. They use financial information and decision tools to evaluate a case study that is based specifically on decisions your managers are making now or expect to make in the near future.

When they leave this highly interactive workshop your managers will be able to use strategic and financial decisions tools and incorporate your strategic and financial information into their business decisions.

WORKSHOP OBJECTIVES

When managers complete this workshop they will understand:

- that success depends on creating value for shareholders as well as customers
- shareholder value and the factors that drive it for your company
- the latest financial results of your company and business unit, and how to use the results to identify potential success, problems and needs
- how to apply the four critical decision questions to evaluate proposed business decisions
- the key financial factors to consider in all business decisions
- how to evaluate financial data included in decision proposals
- how to make sure all major financial risks are considered
- how their decisions will affect your company's profitability and shareholder value
- the value of developing a business partnership with your finance organization when evaluating and making decisions.

WORKSHOP OUTLINE

The case study and workshop is customized to meet the exact requirements of each client. This Outline is shown as an example only.

FIRST DAY

- the critical importance of creating value for customers and shareholders
- shareholder value: what it is, how it is created and key value drivers
- analysis of your company's latest financial results, and shareholder value created
- *Is there a strategic fit?* Does the proposed decision contribute to the company's vision, mission, business strategies and goals?
- *Do the returns on investment meet the company's goals* for sales, costs, profit, cash collections, inventory levels, fixed asset utilization, RONA, and discounted cash flow?

SECOND DAY

- *Are the risks acceptable?* What are the assumptions, risks, prevention and recovery strategies and reliability of the projected results?
- *Can we afford it?* Is it budgeted? Can the division fund it? Can the corporation provide the cash? Are the required non-financial resources available?
- bringing the data and insights together and making the decision
- putting the programme to work.