

Business Strategy Game

Trainer:
Michael Gebel, BTI

Business Acumen: Decision-Making for Profit and Growth

February 23, 2017



Get a complete financial education in just one day.

Who Should Attend

- Experienced Managers
- General Managers
- Directors, Vice Presidents
- Top Executives in Sales, Marketing, Production and Manufacturing
- Anyone in a managerial position who needs to refresh the basics of corporate finance and improve business acumen

How You Will Benefit

- By taking this course you will:
- Get a clear and basic understanding of corporate finance
 - Improve your managerial decision-making
 - Learn how controllers and CFOs think
 - Learn how to read a P&L, a balance sheet, and a cash flow statement
 - Get to know the most important financial KPIs, including ROS, ROI, Capital Turnover, and Free Cash Flow
 - Understand the common Capital Investment Analysis methods and how they can help you make decisions
 - Make more profitable sales by understanding the impact of discounts and other price reductions on the bottom line
 - Monitor operating results to achieve long-term financial goals

What You Should Know

Business acumen is not about teaching finance; it is about having a profound understanding of how decisions will impact profit and growth.

From finance basics to understanding cash flow, this one-day program covers many aspects of corporate finance and decision-making.

What You Will Cover

- Accounting essentials including profit and loss statements, balance sheets, and cash flow statements
- How to read annual reports
- Understanding the financial challenges of a (or your) business
- The principle of “Cost of Capital,” expressed in WACC and EVA
- Financial ratios to assess liquidity, profitability, and leverage
- DuPont Matrix and its message
- What is the value of a business? Simple multiplier method to evaluate a business value

From understanding the essence of cash flow to learning how to create value on a corporate level, this covers crucial aspects of corporate finance.



Meet Your Trainer:

Michael Gebel is the CEO of BTI Online, which conducts global corporate training.
info@bti-online.com

Training Details:

February 23, 2017, 8am - 4:30pm

Gastonia Conference Center

145 Dr. Martin Luther King Jr. Way

Gastonia, NC 28052

Price: \$500

Accommodations include breakfast, lunch, and additional refreshments



Registration and Payment: Mail or email to Haley Twist at htwist@stabilus.com

This course is limited to 16 participants on a first come, first served basis.

Name

Company

Job title

Email

Street address

Telephone

State, City

Date

Zip code

Signature

Types of Payment Accepted:

Checks

Make checks out to Stabilus, Inc. and mail to:

Stabilus, Inc.

Attn: Haley Twist

1201 Tulip Dr.

Gastonia, North Carolina

28052

Credit Cards

To pay with a credit card, please call:

Haley Twist

(704) 810-3472

Registration and payment deadline is Wednesday, February 22nd. No registrations or payments will be accepted at the door.

Cancellations received up to five working days before the conference are refundable. After that, cancellations are subject to the entire program fee. Please note that if you do not cancel and do not attend, you are still responsible for payment. Substitutions may be made at any time.

Contact Information

For training or content related inquiries, please contact:

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For submission of registration and payment, or for any additional inquiries, please contact:

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