



Practical, Engaging Financial Training for Corporate Communications People

Courses to help you develop financial fluency

FinanceTalking Ltd
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Tailored in-company training • One-to-one coaching
Open courses • On-demand eLearning • Webinars

Why Financial Training and Why Now?

"The training has definitely made a difference to me - I can talk much more confidently and am showing more interest in financial issues because I understand better."

In the current environment, it is more important than ever for communicators to add value. Understanding how financial audiences think will give you confidence and ensure that your advice is robust. And financial fluency will help you build credibility with those financial audiences and with the board.

We can help build your team's financial acumen. This is not just about being able to read an income statement and balance sheet (although, of course this helps) but it is about understanding the big picture and the language of the boardroom.

"I've loved it. Probably the most useful & interesting course I've been on since joining National Grid 7 years ago"



Why Choose Us?

The way we do it really works.

Why? Because we understand corporate communications and design our courses specifically for communicators. And we've spent years developing practical, interesting, engaging ways for people to learn – and have developed multiple ways to make the learning stick.

Most importantly, people leave our courses with the tools in place to use what they have learnt back at work – and make a difference.

Training Options

We can offer you the following options:

- ✓ Open courses – run in small groups
- ✓ In-house tailored training – group workshops and individual coaching
- ✓ ELearning (standard courses, or tailored elearning)
- ✓ Blended learning (courses/workshops + elearning)
- ✓ Pre and post-course testing and formal examinations
- ✓ We deliver regular courses in the UK, USA (in association with the US National Investor Relations Institute), Australia and New Zealand, South Africa and CIS Countries



"Fantastic, made us realise things and showed us how to improve in areas we wouldn't have thought possible"

Find Out More

For more information, call Nic Bennett on +27 (0)766 877429
Or email info@financetalking.com

You can find open course programmes and dates and make online bookings on our website:

www.financetalking.com

What Can I Expect from a FinanceTalking Course?

*"Balance sheets made simple!
Very helpful and practical"*



*"All the case studies were excellent teaching aids.
The balance sheet game was a real winner."*

- ✓ Interactive games and quizzes to simulate real life scenarios such as media/analyst conferences
- ✓ A simple business simulation (involving a board and monopoly money) which is a powerful tool for learning how the accounts fit together
- ✓ Current examples from real companies to bring the learning to life
- ✓ Practical skills that you can put into practice back at work which will ensure long-lasting learning

Typical Assignments

Financial Markets and Communications

"It's essential that all our corporate communicators understand the demands of the financial markets on us as a listed company"

"We have a new CFO and we'd like to give him a day's training on rules and regulations and the expectations of institutional investors"

Financial Results and Annual Reports

"We want to ensure that everyone in corporate comms is conversant with our KPIs and can communicate key messages around results with conviction"

Corporate Finance, Valuations and M&A

"We would like to understand how our company is likely to be valued for IPO and how we can best tell our investment story"

"I now understand basic accounting, business & finance in a way I never thought I would!"

"Clear concepts very well explained and well paced. Very current, reflected the real world with topical issues"

Recent Clients

3i
Abernathy MacGregor
Arm Holdings
Aviva
Barclays
Brunswick
Centrica
Citigate
Dragon Oil
Evraz
Finsbury

Gem Diamonds
Grainger
GSK
HSBC
ING
Inmarsat
Joele Frank
Kazakhmys
Kingfisher
Lloyds Banking Group
Maitland

Merlin
National Grid
New World Resources
Premier Foods
Prudential
Reed Elsevier
Rio Tinto
RSA
SABMiller
Shell
Zurich

What Our Customers Say

"I must take this opportunity to thank you for an excellent two day training that was carried out by you. Both sessions were rich, informative and highly useful"

Investor Relations & External Affairs, energy sector, Gulf region

"I thought the workshop was excellent! The style, pace, energy, clarity – exceeded expectations"

Global Communications Director, multinational with listings in Amsterdam, London & New York

"Its not easy to make topics around finance both interesting and understandable, but fortunately you did, and as a result I felt I learnt a lot"

Senior Press Officer, FTSE 100 company

Let us know if you would like to speak to one or more of our clients.

Open Courses - Johannesburg

R1: Global Financial Markets, Investor Relations & Financial PR Essentials

About this 1-day course

If you are just getting started in financial PR or IR or if you need to understand financial markets and audiences in order to be effective in a corporate communications role, then this course is a must.

We will help you see how the financial markets big picture fits together. You'll understand how and why companies issue shares and bonds, how they are traded and how listed companies are expected to communicate.

The course will help you to

- ✓ See the big picture - the context for your role
- ✓ Get to grips with financial markets jargon
- ✓ Communicate with the key players - appreciating how they think and how they operate
- ✓ Understand the regulatory framework and the financial calendar.

*R1, A1 & V1 are suitable for:
Newcomers to financial comms & IR
Senior communicators without a
financial background*

R1, A1 and V1 work well as a series

ELearning versions available

A1: Accounting Essentials for IR & Financial PR

About this 1-day course

If you are involved in communicating financial results or you work with financial presentations or annual reports, this course is a perfect introduction to understanding the numbers.

We will help you to get to grips with financial jargon and concepts, help you understand the balance sheet and income statement and show you how the numbers tell your company's story.

The course will help you to

- ✓ Understand the income statement, balance sheet and cash flows
- ✓ Be able to identify the key headlines and see why certain numbers are important
- ✓ Get to grips with accounting jargon and financial language
- ✓ Use the numbers to tell your company's financial story

V1: Corporate Finance & Valuation Essentials for IR & Financial PR

About this 1-day course

If you talk to analysts, investors or commentators in the financial media as part of your role, then understanding how the market values companies is essential.

We will help you understand how companies are valued by the market, using both DCF and relative valuation metrics such as P/E ratios. We'll help you understand what shareholder value really means. And we'll explain how you can use communications to influence value.

The course will help you to

- ✓ Understand key concepts such as shareholder value and the cost of capital
- ✓ Appreciate the impact of company funding and the right mix of debt and equity
- ✓ Understand the concept of absolute valuation, including DCF models
- ✓ Get to grips with P/E ratios and other metrics and see how to influence them
- ✓ Appreciate what moves share prices and the importance of good communications

Programme Menus for Tailored Courses



FinanceTalking is headquartered in the UK.

We have tutors based in Australia, South Africa & Ukraine.

We also teach regularly in the USA and the Middle East

We usually start the course design process with an analysis of your team's needs. Below you can see a list of the subjects that we cover regularly.

We work across a wide range of sectors, including those that have more complex accounting and regulatory issues such as banks and life insurance.

The Big Picture

Financial markets architecture
 Shares and share issues (including IPOs)
 Bonds and bond ratings
 The buy-side and the sell-side
 The role of investment banks
 The role of PR/IR advisers and in-house

Being a Listed Company – Key Obligations

Key obligations – Europe and USA
 Identifying and disclosing inside information
 Regulated announcements – what is required
 Dealing with rumours or unusual market activity
 Formulating disclosure policy
 Financial calendar – rules and best practice
 Purchase of company shares by directors etc

Financial Communications Essentials

Shareholder value – what it really means
 Capital structure – debt and equity
 Efficient balance sheets
 Cost of capital
 Communicating value creation

Understanding Shareholders

Identifying shareholders
 Types of investor and their perspectives
 Understanding investor needs
 The importance of managing expectations
 Portfolio management trends
 The ideal shareholder base
 Where to focus your IR efforts
 Conventional versus hedge funds
 Choosing and managing investment banks
 Retail investor relations

Understanding Lenders

Types of debt and normal terms & conditions
 Credit ratings and pricing risk
 The ratings process and key ratios
 Complex financial instruments
 Key concerns for lenders
 Best practice debt IR

Intermediary Relations – Analysts & Media

Who influences who?
 Improving analyst coverage
 Managing consensus
 Understanding analysts' models
 Writing press releases
 Financial media relations

Corporate Governance

Codes & legislation - what is required
 Disclosing directors' compensation
 Independent non-executive directors
 Corporate Social Responsibility
 Corporate responsibility monitoring

Earnings Guidance

Guiding on the future – best practice
 Monitoring market expectations
 Analysts' forecasts – what goes wrong and why
 Reviewing analysts' models
 Profit warnings – downgrades and upgrades

Raising Capital & Dealing with Surplus Cash

Rights issues
 Placings and open offers
 Dividend policy
 Share buy-backs

Documentation

Results announcements best practice
 Annual reports best practice
 IR websites best practice

Understanding the Accounts

Financial statements & how they fit together
 How financial audiences use accounts
 Assets and measuring efficiency
 Funding and measuring capital structure
 Income statement – analysing sales and profits
 Cash flow analysis
 Ratio analysis
 Red flags for analysts and investors

Valuation & Investment Decision-Making

How analysts look at sectors and companies
 Models for analysis – SWOT, BCG, Porter etc
 Earnings valuation
 Cash flow valuation including DCF
 Income and the importance of yield
 Asset-based valuations
 Enterprise value concepts and ratios
 How an investment decision is made
 Key factors - risk/reward, timescale
 Investment styles

Telling your investment story

Building the investment case
 Strategy and strategy statements
 Addressing a low stock price
 Communicating a growth strategy
 Creating momentum
 Driving a re-rating

Putting together your plan

IR policy issues
 The IR plan
 Measuring IR success

Influencing Skills & Presentation Training

Investor & media presentations
 Improving your presentation skills
 Influencing internally and externally

**Call Nic Bennett on +27 (0)766 877429
 to discuss a tailored programme for your company**

FinanceTalking Tutors

“Excellent - incredibly knowledgeable, entertaining and easy to learn from.”



Your tutor will be enthusiastic and knowledgeable with a talent for making complex concepts simple. We collaborate on course development so that our clients benefit from our mix of experiences. We all love what we do and our clients tell us it shows.

“Nic is brilliant. He made the learning process fun and kept it alive and interesting.”



Nic Bennett

Nic joined Finance Talking in 2010 after over twenty five years as an investment banker and financial public relations specialist. He has a Masters in Economics, Certified Diploma in Finance and Accounting and is a Registered Representative of the London Stock Exchange.

Nic is based in South Africa.

Miranda Lane

“Miranda was excellent – great pace and broke things down into bite size chunks.”

Miranda, a qualified Chartered Accountant, worked in investment banking and Investor Relations/Financial PR consultancy before pursuing a career in financial training. Her particular interest is course design - developing courses that get the best out of people and work for a full range of learning styles. Miranda founded FinanceTalking in 2000.

