



## Finance Essentials for Communicators

2 Days (for dates see [www.financetalking.com](http://www.financetalking.com))

### SUMMARY

This 2-day programme is designed to help you understand the essentials of finance that you'll need to communicate your company's financial story effectively. We cover the big picture, shareholder value, accounting, corporate finance and company valuation - all in an accessible way for corporation communicators.

### OUTCOMES

- Develop your financial fluency
- Gain a comprehensive understanding of corporate finance and accounting concepts
- Understand how to use numbers and KPIs to tell your financial story
- Learn to communicate in a way that helps your company achieve fair value

## WHAT'S INCLUDED

- Breakfast, lunch and snacks throughout the day at one of wallacespace's lovely venues
- A PDF of your course materials
- A PDF of our financial glossary
- Briefing papers, online courses and quizzes available after your course via a virtual classroom
- Access to our tutors by phone or email should you have any questions after your course

After the course, you will have access to the following online courses which will help you consolidate your knowledge:

- The Basics of Business Finance
- Understanding Shareholder Value
- Adjusted Profits
- Understanding Cash Flows
- Leverage & How Much is Too Much?
- How to Analyse a Company
- Understanding DCF Valuation
- Understanding Valuation Using Multiples

## WHAT YOU WILL LEARN

### The Big Picture

- Capital markets overview
- The perspectives of financial audiences
- Sell-side analysts and the role of guidance

### Corporate Finance Essentials

- Creating shareholder value - what it really means
- The link to return on capital
- Metrics for executive compensation
- Characteristics of debt and equity funding
- Cost of capital and the capital mix
- The impact of leverage/gearing
- Changing the capital structure
- Telling the story

### Accounting Essentials

- The key financial statements and how they fit together
- The FinanceTalking accounting board game
- The difference between profits and cash
- Depreciation, amortisation and EBITDA
- Goodwill and impairment
- Using adjusted/non-GAAP numbers
- Annual reports & earnings releases - how analysts, investors and journalists use your financial information

### Analysing Financial Information

- Reviewing the balance sheet
- Gearing/leverage ratios
- Working capital management
- Communicating balance sheet strength
- Views of ratings agencies and other credit analysts

### Analysing Financial Information Cont'd

- Income statement headline numbers
- Analysing the income statement and asking questions
- Establishing a trend - how analysts adjust your numbers
- Constant currency and other underlying numbers
- Growth and margins, operational leverage/gearing
- Earnings per share and dividends
- How the numbers tell the story
- Building a story using key performance indicators

### Valuation

- Context for investment decision-making (economics)
- Evaluating growth potential
- Valuation basics – discounted cash flow techniques
- Analysts' models – how they work
- The importance of managing expectations
- Using communications to influence DCF valuation
- Valuing a company using multiples
- What might change a multiple?
- Using communications to influence multiples

### How to Tell your Investment Story

- Management's task
- Telling the story in terms of what really matters

### Summary and Conclusion

- Where to go from here

## HOW YOU WILL LEARN

You will learn through engaging, interactive case studies from a range of sectors and practical exercises designed to simulate real life scenarios.

**COURSE FEE** - £1,700 + VAT

