Financial Training for Corporate Communicators

Tailored in-company training  •  One-to-one coaching  •  Open courses  •  On-demand eLearning  •  Webinars
**Why Us?**

The way we do it really works. We understand corporate communications and IR and design our courses specifically to meet your needs.

Our focus is always on developing practical, interesting, engaging ways for people to learn, ensuring that delegates return to work with the tools in place to implement their learning and really make a difference.

- We use interactive games and quizzes to simulate real life scenarios, such as media/analyst conferences.
- We have our own very simple business simulation (involving a board and monopoly money) which is a powerful tool for learning how the accounts fit together.
- Wherever possible we use live examples from real companies to bring the learning to life.
- We send you away with practical skills that you can put into practice back at work, ensuring long-lasting learning.

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

“Fantastic, made us realise things and showed us how to improve in areas we wouldn’t have thought possible.”

**Some of Our Clients**

Antofagasta | Aviva | AstraZeneca | Barclays | Brunswick | Diageo | Edelman | Enel | Emirates REIT | GSK | HSBC | ING | Lansons | Lloyds Banking Group | M&S | MHP Communications | National Grid | Novo Nordisk | Pearson | Portland | Prudential | Rexam | RBS | Shell | TalkTalk | TSB Bank | Unilever | Unite | Vectura | Zurich

Call Miranda Lane on +44 (0)1572 717000  Or email info@financetalking.com
How We Can Help

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), it is also about understanding the big picture and the language of the boardroom.

Training Options

- Open courses – regular courses in the UK and in the USA (in association with NIRI).
- In-house tailored training – group workshops and individual coaching
- Webinars (standard courses or tailored training)
- eLearning (standard courses, or tailored eLearning)
- Blended learning (courses/workshops + eLearning)
- Pre and post-course testing and formal examinations

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Typical In-House Assignments

FINANCIAL MARKETS AND COMMUNICATIONS
“We’re looking for a training course that would suit a combined corporate comms and company secretarial audience to help us develop a common understanding of the regulations and best practices of being a listed company”

FINANCIAL RESULTS AND ANNUAL REPORTS
“We want to ensure that everyone in corporate communications is conversant with our KPIs and can communicate key messages around results with conviction”

CORPORATE FINANCE, VALUATION 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”

UNDERSTANDING BANKS
“We would like to develop a better understanding of how banks make money, how performance is measured and how this fits with our new strategy”

The course was tailored extremely well to cover the points I needed help on in a very methodical way

Very useful. I had an understanding but not the terminology, in-depth knowledge or confidence. Helped me really understand what I need to focus on when looking at listed companies

Call Miranda Lane to discuss an in-house programme, on +44 (0)1572 717000
Programme Menus for Tailored Courses

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/disclosing inside information
- Dealing with rumour & speculation
- Formulating disclosure policy
- Financial calendar – rules and best practice
- Share purchases & remuneration disclosure

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 terms & conditions
- Credit ratings and pricing risk
- The ratings process and key ratios
- 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 & reviewing models
- Profit warnings and rebuilding trust

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
- The key financial statements
- How financial audiences use accounts
- Assets and measuring efficiency
- Funding and measuring capital structure
- Understanding/analysing profits
- Cash flow analysis
- Ratio analysis
- Red flags for analysts and investors

Valuation & Investment Decision-Making
- Evaluating sector and company prospects
- 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
Open Courses

PRACTICAL, INTERESTING & ENGAGING COURSES
All our public courses are run in small groups with experienced tutors who are adept at adjusting the course material to suit the delegates on the day.

Your tutor will be enthusiastic and knowledgeable with a talent for making complex concepts simple. And, most importantly, people leave our courses with the tools in place to use what they have learnt back at work.

MATERIALS & POST-COURSE SUPPORT
You will take away:
✓ Access to a virtual classroom with a series of online courses to help you consolidate your learning.
✓ Colour-coded course materials
✓ A copy of The FinanceTalking Financial Glossary
✓ Email or phone your tutor if you have questions or you’d like to discuss further any concepts covered on the course

EXCELLENT VENUES
Our UK courses are held at wallacespace in central London or The Studio in Birmingham. Both venues believe, like us, that learning needs a stimulating environment that shrugs off the constraints of the typical office.
✓ Central London or Birmingham locations within walking distance from mainline stations
✓ Airy spaces flooded with natural daylight designed to energise and inspire
✓ A wonderful selection of delicious food.

Find full course programmes, and book online at www.financetalking.com
Introductory Skills Open Courses

INTRODUCTION TO CAPITAL MARKETS, FINANCIAL PR & IR

If you are just getting started in financial PR or IR or if you need to understand capital markets and audiences in order to be effective in a corporate communications role, then this one day introductory course is a must. We will help you see how the capital 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.

OUTCOMES

- 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

FINANCE ESSENTIALS FOR COMMUNICATORS

This 2-day introductory course 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

Find full course programmes, dates and book online at www.financetalking.com
Developing Skills Open Courses 1

FINANCIAL COMMUNICATIONS – A DEEPER DIVE
ACCOUNTING, ANALYSIS & BEST PRACTICE REPORTING

This two day course takes a deeper dive into financial information. Looking through the eyes of analysts and investors, we focus on results reporting and the annual report to help you build your practical financial and analytical skills. In a small group, you'll get plenty of practice and the opportunity to use your own company as a case study (don't forget to bring a copy of your annual report and latest full year results with you).

OUTCOMES
✓ See how you can further develop your company’s investment case, using the numbers and key performance indicators to tell your financial story
✓ Be able to pre-empt the issues that are likely to come up from investors, analysts and commentators in the media
✓ Build confidence with the numbers and your ability to comment effectively on draft results and other financial announcements
✓ Develop a scheme for getting to grips with how a company is performing, quickly and efficiently.

FINANCIAL COMMUNICATIONS – A DEEPER DIVE
IR, ACTIVISM, M&A AND COMMUNICATING FOR VALUE

This two-day, very practical course is designed to help you gain a deeper understanding of how to tell a great investment story in a way that will enhance your company’s reputation and value. We put you into the shoes of an analyst to help you understand what this key audience really wants and needs. Along the way, we help you deal with special situations - activism and M&A as well as communicating for value day-to-day.

OUTCOMES
✓ Understand your investors and how they think so that you can tell the right story to the right people
✓ Learn to look through the eyes of one of your key target audiences - find out how analysts think, how they build their models and what pushes their buttons
✓ Become a more effective communicator in activism and M&A situations
✓ See how you can use communications to drive fair value

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Developing Skills Open Courses 2

FINANCE ESSENTIALS FOR BANKS

This one day course will enable you to gain a working knowledge of how banks make money and create value for their shareholders. We will cover bank strategy and key performance indicators; how the income statement and balance sheet work for a bank and the headline numbers for results; how banks are regulated and the impact this has on strategy and performance. We will use a major bank as our main example and compare to a range of others in the sector.

OUTCOMES

✓ Become conversant with the language of a bank’s senior management
✓ Understand the business of banking and how banks make money
✓ Appreciate how banks create value for shareholders and how this drives strategy
✓ Understand bank balance sheets and income statements
✓ See how banks are regulated, including capital ratios, leverage, liquidity etc
✓ Be able to use key performance indicators to tell your financial story

FINANCIAL COMMUNICATIONS MASTERCLASS

This one day masterclass is designed to give directors and senior management a practical understanding of the capital markets, best practices and obligations associated with being a public company and ideas as to how you might best communicate your company’s investment story.

OUTCOMES

✓ Understand the capital markets, key financial audiences and the context for your financial communications
✓ See how investors and analysts evaluate investment opportunities and how to tell your company’s investment story convincingly
✓ Know the rules and regulations for listed companies and how to handle price-sensitive information
✓ Appreciate the role of Investor Relations, Analyst Communications and Media Relations and how best to manage them.

Find full course programmes, dates and book online at www.financetalking.com
Online, On Demand eLearning

We design and produce our eLearning in-house, so you'll find the same approach, experienced tutors and colour-coded materials that you may have already experienced on our other courses.

- Use our eLearning as a standalone or as a pre-course requirement to ensure that all delegates are starting from the same point.
- We can tailor the courses to meet your learning needs.
- Our eLearning is web-based, so you can do it whenever and wherever you like. You simply need a computer with speakers or headphones.
- We use visuals, audio and plenty of interactivity to keep you interested and alert. You can control the pace and recap at any point. All courses come with a briefing paper for you to download and keep.
- If you have questions or you'd like to discuss any aspect of the course, you are welcome to email or phone your tutor.

Concise Online Courses

Our online courses are designed to take 2-3 hours each including a final quiz, which comprises 15-20 short questions. Each course is accompanied by a briefing paper to download and keep. We have the following courses available:

- Introduction to Companies, Funding & the Capital Markets
- Introduction to Investor Relations & Financial PR
- The Basics of Business Finance
- Budgeting & Forecasting
- Investment Appraisal
- Understanding Financial Results & Annual Reports
- Understanding Shareholder Value
- Understanding Company Valuation
- Finance Essentials for Banks

You can take courses individually or as part of a bundle which includes 10% discount (bundles are suggested combinations to meet typical learning needs) – see www.financetalking.com for more.

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FinanceTalking Tutors

Your tutor will be enthusiastic and knowledgeable with a talent for making complex concepts simple. We all love what we do and our clients tell us it shows.

MIRANDA LANE
Miranda, a 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.

“Miranda was brilliant – great pace, broke things down into bite size chunks.”

DAVID YATES
David qualified as a solicitor and worked for Linklaters & Paines, specialising in capital markets and corporate law. He worked in corporate finance at Robert Fleming in London and Australia and then in Financial PR, specialising in the Life Sciences sector. David’s deep knowledge of and interest in the financial markets and experience of advising companies in M&A and IPO situations helps him bring finance to life.

“David is an excellent teacher – easily the best financial tutor I have had.”

HELEN VARLEY
Helen, a Chartered Accountant by training, was formerly director of group accounting developments at Unilever. She has first class operational experience in a range of sectors and her corporate background gives her a good insight into the practical issues surrounding accounting and reporting. As well as teaching, Helen also consults on financial reporting.

“Energy, enthusiasm & very engaging style. Helen made the topic come alive.”

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