



Virtual Financial Training for Communicators



Open Virtual Workshops

PRACTICAL, INTERESTING & ENGAGING EVENTS

We run our virtual workshops 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 (including briefing papers & jargon summaries)
- ✓ Color-coded course materials
- ✓ A copy of The FinanceTalking Financial Glossary (pdf)
- ✓ Email or phone your tutor if you have questions or you'd like to discuss further any concepts covered on the course

AN ENGAGING EXPERIENCE USING SIMPLE TECHNOLOGY

We use Zoom to deliver our virtual events

- ✓ Very simple to use
- ✓ Access the event on your laptop or tablet (or even your phone)
- ✓ Discussions and case studies via breakout groups
- ✓ Quizzes and polls





Capital Markets Essentials

Introductory Level

OUTCOMES

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

PRE-REQUISITES – None

PROGRAMME – 4 hours including two short breaks

The Big Picture

- Economic backdrop
- Company funding - equity and debt
- Capital raising from start-up through private equity to IPOs
- Shares and bonds – how they work

Capital Markets

- Capital markets overview
- The role of investment banks
- Understanding investor types and active vs passive management
- Overview of regulatory regime including governance
- The role of IR and financial PR

Key Financial Audiences for IR and PR

- Disclosure of material information and the financial calendar
- Portfolio managers and how they think (including activism)
- Sell-side analysts and research reports
- The importance of guidance and managing expectations
- Financial media relations
- Summary and conclusion

ONLINE COURSES FOR FOLLOW-UP

Introduction to Companies, Funding & the Capital Markets (Essentials Course)
Initial Public Offers (Specialist Short Course)





Financial Information Essentials

Introductory Level

OUTCOMES

- ✓ Get to grips with the financial jargon of results
- ✓ Understand the financial statements & what they're telling you
- ✓ Learn about the headline numbers, key metrics and financial ratios

PRE-REQUISITES - None

PROGRAM – 4 hours including two short breaks

Accounting Essentials

- Introduction to financial statements
- Key jargon and concepts (including capex, opex, goodwill, depreciation, amortisation & impairment)
- Perspectives of key target audiences on results

Interpreting the Numbers

- Interpreting financial performance - where to start
- Different levels of profits – gross profit, EBITDA, operating income etc and who uses what
- One-off items and adjusted/non-GAAP numbers
- Profitability metrics (profit margins, interest cover and return on capital)
- Key issues to consider in the balance sheet (investment in capex and working capital, level of debt/leverage, long-term liabilities etc)
- Free cash flow and why it is so important

Working with Results

- Identifying the headlines
- Components of a great earnings release
- Real company examples

ONLINE COURSE FOR FOLLOW-UP

The Basics of Business Finance (Essentials Course)





Understanding & Communicating Shareholder Value

Intermediate Level

OUTCOMES

- ✓ Understand the concept of shareholder value and how value is created
- ✓ Appreciate the cost of capital and its impact on decision-making
- ✓ See how to tell a great investment story

PRE-REQUISITES

Capital Markets Essentials

PROGRAMME – 4 hours including two short breaks

Shareholder Value

- Corporate funding reminder
- Shareholder value - what it really means
- The link to return on capital
- Capital allocation strategies and examples
- Metrics for executive compensation
- The role of sustainability

Cost of Capital & the Capital Structure

- Cost of equity, debt and WACC
- The capital mix and changing the capital structure
- Dividend policy and share buy-backs
- Capital management examples

Telling the Story

- Overview of company valuation
- Key elements of a great investment story
- Real company examples

ONLINE COURSE FOR FOLLOW-UP

Understanding Shareholder Value (Essentials Course)





Working with Results

Intermediate Level

OUTCOMES

- ✓ Be able to understand and evaluate earnings
- ✓ Appreciate why investors, analysts and the media ask the questions they do
- ✓ Contribute effectively to the earnings communication process

PRE-REQUISITES

Financial Information Essentials

PROGRAMME – 4 hours including two short breaks

Financial Information in Practice

- Financial statements recap
- Reminder of how analysts, investors and journalists use financial information
- The link with shareholder value

Balance Sheets & Funding

- Key points to look for in a balance sheet
- Leverage/gearing metrics and what they tell you
- Capital allocation – has it been worthwhile?

Profitability & Cash Generation

- Adjusting for one-off items (alternative performance metrics/adjusted profits)
- Key issue that impact profits (prices, volumes, currencies, M&A etc)
- Free cash flow generation

Pulling it All Together

- Key metrics for commentators and how they use them
- Spotting the red flags

ONLINE COURSE FOR FOLLOW-UP

Leverage & How Much is Too Much (Specialist Short Course)

Adjusted Profits (Specialist Short Course)

Understanding Cash Flows (Specialist Short Course)





Understanding & Communicating Company Value

Intermediate Level

OUTCOMES

- ✓ Appreciate how companies are valued
- ✓ Be able to identify key valuation drivers
- ✓ Learn how to communicate for value

PRE-REQUISITES

Capital Markets Essentials
Financial Information Essentials

PROGRAMME – 4 hours including two short breaks

The Big Picture

- Key valuation concepts
- The investment decision-making process

Valuation Using Discounted Cash Flows

- Overview of DCF valuation
- Key inputs to analysts' models
- The importance of guidance
- Real company example including a simple DCF model

Understanding P/E Ratios & Other Multiples

- P/E ratios
- EV ratios and other multiples
- Understanding price targets and recommendations
- Real company example

Summary & Conclusion

- Using communications to influence valuation

ONLINE COURSES FOR FOLLOW-UP

Understanding DCF Valuation (Specialist Short Course)
Understanding Valuation Using Multiples (Specialist Short Course)



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