

Financial Excellence: Creating Value Through Financial Management

FACULTY DIRECTOR

Led by Professor John R. Percival, Wharton School of the University of Pennsylvania
Awarded Anvil Award for Excellence in Teaching from the Wharton School
Awarded Core Teaching Award in the Wharton Excellence MBA Program

Dr. John Percival is a Professor of Finance at the Wharton School of the University of Pennsylvania. Since joining Wharton in 1971, he has been active in leading the development and teaching of various Executive Education programs and is the lead faculty on popular executive education programs at Wharton, including *Integrating Finance and Strategy for Value Creation* and *The CFO: Becoming a Strategic Partner*. Dr. Percival was previously the Associate Vice Dean and Associate Director of Wharton's MBA program. He has consistently been recognized for his excellence in teaching and thought leadership. John has been leading the highly-rated Annual CFO Leadership Program in Singapore, which is a joint partnership program between Clariden and ACCA, and has won numerous positive reviews and feedback from CFOs and senior finance leaders across Asia.

Dr. Percival was recipient of Anvil Award for Teaching Excellence and also Core Teaching Award in the Wharton Executive MBA Program. He has taught executive education programs at other prestigious Universities including Carnegie-Mellon, Columbia, and INSEAD (Fontainebleau, France).

Apart from University teaching activities, he has also authored many influential articles which appeared in publications such as the Finance Times, the Journal of Finance and Quantitative Analysis, the Journal of Economics and Statistics, and the Journal of Risk and Insurance among others.

Dr. Percival is also currently the CEO of JRP Associates. He has been commissioned to provide consulting and developed programs for many Fortune 500 companies such as GE, Pfizer, AT&T, Ford, DuPont, Price Waterhouse, Merck, Ciba, Pitney Bowes, IBM, Fiat, Chubb, Hartford, American Skandia, Sun Life, Siam Cement, Scientific Atlanta, Ford, Progressive, Bankers Trust and many other companies. He has also provided consulting for the public sector, including Federal Trade Commission, Commonwealth of Pennsylvania, U. S. Department of Labor and many others.

FINANCIAL EXCELLENCE: CREATING VALUE THROUGH FINANCIAL MANAGEMENT

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Professor John R. Percival, Wharton School of the University of Pennsylvania

Awarded **Anvil Award for Excellence in Teaching** from the Wharton School

Awarded **Core Teaching Award** in the Wharton Excellence MBA Program

Dr. John Percival is a leading authority in the areas of Finance and Strategy at the Wharton School of the University of Pennsylvania. Since joining Wharton in 1971, he has been actively leading the development and teaching of various Executive Education programs. He was recipient of **Anvil Award for Teaching Excellence and also Core Teaching Award in the Wharton Executive MBA Program**. He has taught executive education programs at other prestigious Universities including **Carnegie-Mellon, Columbia, and INSEAD** (Fontainebleau, France). Dr. Percival was previously the **Associate Vice Dean and Associate Director of Wharton’s MBA program**. He is also the lead faculty on popular executive education programs at Wharton, including *Integrating Finance and Strategy for Value Creation* and *The CFO: Becoming a Strategic Partner*. He has been commissioned to provide consulting and developed programs for many **Fortune 500 companies** including GE, Pfizer, AT&T, Ford, DuPont, Price Waterhouse, Merck, Ciba, and IBM. Dr. Percival is also currently the CEO of JRP Associates. He has also authored many influential articles which appeared in publications such as the Finance Times, the Journal of Economics and Statistics, and the Journal of Risk and Insurance among others.

PROGRAM SUMMARY

Program: Financial Excellence: Creating Value Through Financial Management

Dates: 27 - 28 August 2012

Location: Shangri-La Hotel, Singapore

Early Bird 1 (Register & pay by 2 July 2012): S\$3,350

Early Bird 2 (Register & pay by 23 July 2012): S\$3,550

Regular Tuition Fee: S\$3,650

For registrations before 2 July 2012 and for 3 or more participants, the 4th participant will receive a complimentary seat.

(Group discount of 10% for 2nd participant from the same organization)

Note: GST is applicable only to participants from Singapore registered companies.

Program
Essence:

This comprehensive 2-day Financial Excellence Program: Creating Value Through Financial Management is designed for senior and middle finance executives to provide you with a solid foundation in financial decision making, policy and practice. In this financial excellence program, you will learn the best practices adopted by world class companies on value creation, understand how you can formulate and execute strategies by aligning them with the right financial decisions. Discover how to increase the value of your company through financing decisions, diversification, capital budgeting and risk. Learn how to identify and use non-financial factors that contribute to value creation. The ultimate financial objective of any business is the creation of economic value. You will also learn how to sustain value creation in your organization through mergers and acquisitions as well as integrate finance with other functions in your organization including marketing and operations. You will be engaged in concepts and group discussions on case studies developed by Harvard Business School, and other real-world case studies. At the end of the 2-day program, you will discover how to use strategic financial management as the centre-piece to create value in your organization.

FINANCIAL EXCELLENCE: CREATING VALUE THROUGH FINANCIAL MANAGEMENT

PROGRAM INTRODUCTION

In today's world, CFOs and senior finance executives are more involved to play an increasing key role in strategy formulation and value creation for their companies. As senior finance leaders, you are called upon to identify and assess profitable business ventures, mergers and acquisitions, and shape internal growth strategy to create value. But creating value for shareholders is a difficult task in this current economy climate of diminishing growth and increasing competition.

The program examines how strategies are formulated and executed with financial awareness. Discover how to increase the value of your company through financing decisions, diversification, capital budgeting and risk. Learn how to identify and use non-financial factors that contribute to value creation. The ultimate financial objective of any business is the creation of economic value. You need to understand how decisions create or destroy value. That understanding comes from a fuller understanding of finance.

Designed for CFO, senior and middle finance executives, this executive program will provide you with a solid foundation in financial decision making, policy and practice on how you can create value in your organization through strategic financial management. You will learn the best practices adopted by world class companies on value creation, understand how you can formulate and execute strategies by aligning them with the right financial strategy. You will also learn how to sustain value creation in your organization through mergers and acquisitions as well as integrate finance with other functions in your organization including marketing and operations. You will be engaged in concepts and group discussions on case studies developed by Harvard Business School, and other real-world case studies. At the end of the 2-day program, you will discover how to use strategic financial management as the centre-piece to create value in your organization.

KEY TAKEAWAYS:

Through this financial excellence program, participants will be able to learn how to:

Value Creation

- How to formulate strategies focused on value creation
- How strategy execution is the key to value creation
- How to communicate financial implications of strategy
- Developing a passion for value creation

Growth, Profitability and Risk

- How to use the tools of financial analysis to find value creating growth
- What the difference is between risk and bias

Integrating Marketing, Operations and Finance

- How creating value for customers and employees creates shareholder value
- How to manage the relationship between finance and marketing
- How to choose a financial strategy that complements business strategy
- How finance is different in technology companies

Managing Change to Sustain Value Creation

- Knowing when to change
- Knowing how to change – Formulation
- Changing – Execution
- How to use mergers to sustain value creation

“Very impressive faculty. This program accurately pinpoints its objectives and faculty is making a remarkable difference here.”

- CFO, AIDD Group,
2011 CFO Program
Participant

“This program presents excellent opportunity for me to take a step back and re-evaluate on role of CFO within the corporation and think of how we can become more strategically supporting the CEO”

- GM Standard Foods,
2011 CFO Program
Participant

FINANCIAL EXCELLENCE: CREATING VALUE THROUGH FINANCIAL MANAGEMENT

PROGRAM OUTLINE

DAY 1 - MORNING

- A four part management system for value creation
- Understanding the Best Practices of Value Creating Companies
- Value Creation Metrics - Identifying the key metrics you need to know to understand value creation

AFTERNOON

- Using DCF intelligently
- Creating Value Through Strategic Growth
- **Case Study: Airbus**

DAY 2 - MORNING

- Integrating finance and strategy
- Strategic Profitability
- Adopting the Best Financial Strategy and Practices
- Knowing when and how to change
- **Case Study: Hoya**

AFTERNOON

- Creating and Sustaining Value Creation through M&As
- Valuation Considerations
- Integration
- Due Diligence
- **Case Study: Pentax**

“Professor Percival is just the best.
This program is better than any other programs
I had in my 2 year MBA programs”

- CFO, World Family, 2012 CFO Program Participant

“88 percent of CFOs surveyed reported that CEOs expect them to be active members of the top senior-management team. More than half said CEOs counted on them to challenge company strategy.”

- McKinsey Survey

“More than 50% of the 440 senior finance executives surveyed from around the world reported that their department now plays a larger role in strategy development and execution than five years ago”

- KPMG Survey

REGISTRATION PAGE

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____
Organisation: _____
Address: _____
Postal Code: _____

I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Please register the following participant(s) for this Program:

1st Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____

2nd Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____

3rd Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____

4th Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____

PROGRAM FEES

- 1ST EARLY BIRD FEE: S\$3,350**
(Registration and payment must be received by 2 July 2012)
- 2ND EARLY BIRD FEE: S\$3,550**
(Registration and payment must be received by 23 July 2012)
- REGULAR FEE: S\$3,650**
- GROUP DISCOUNT:** For 2 registrations from the same company and billing source, the 2nd participant enjoys a 10% discount.
- For registrations of 3 from the same company and billing source, the 4th participant receives a complimentary seat. One discount scheme applies per company.
- Note: GST is applicable only to participants from Singapore registered companies.**
- Important Notice:** Payments are required with registration and must be received prior to the Course to guarantee your place.

PAYMENT METHODS

BY CHEQUE / BANK DRAFT:
Made payable to Clariden Global Pte Ltd and mail to: 3 International Business Park, #04-31, Nordic European Centre, Singapore 609927.

BY TELEGRAPHIC TRANSFER TO:
Bank Name : DBS BANK
Bank Branch Code : 027
Bank Address : 6 Shenton Way, DBS Building, Singapore 068809
Bank Account No : 027-903583-8
Bank Account name : Clariden Global Pte Ltd
Bank SWIFT Code : DBSSSGSG

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

CREDIT CARD:
To make payment by credit card, please call our client services hotline at +65 6899 5030.

4 WAYS TO REGISTER



Email: admissions@claridenglobal.com



Fax: +65 6567 4328



Call: +65 6899 5030



Website: www.claridenglobal.com

DATE AND LOCATION

This training program will be held at:

Shangri-La Hotel, Singaporee

22 Orange Grove Road, Singapore 258350

Tel : +65 6737 3644

Fax : +65 6737 3257

Website : www.shangri-la.com/en/property/singapore/shangrila

The fee for this two-day training program includes all written materials, lunch and refreshments.

HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer (for bank account details, please see payment details section of booking form) or by cheque made payable to "Clariden Global Pte Ltd" and posted to Clariden Global at: 3 International Business Park, #04-31 Nordic European Centre, Singapore 609927. **ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.**

ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent with the registration confirmation.

SPONSORSHIP

INTERESTED IN PROMOTING YOUR ORGANIZATION TO OUR PARTICIPANTS

For more information on sponsorship, tabletop displays & insert opportunities, please contact Theresa Lee at theresa@claridenglobal.com or +65 6899 5036.

CANCELLATIONS AND SUBSTITUTIONS

PLEASE READ THE SMALL PRINT

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days advance notice to Clariden Global.

ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: Clariden Global Pte Ltd reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, Clariden Global Pte Ltd will refund the full amount and disclaim any further liability.

ENQUIRIES: If you have any queries about registration or payment please do not hesitate to contact our client services department on +65 6899 5030.

Visit us at www.claridenglobal.com for upcoming events

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