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.
Global Executive Education

FINANCIAL EXCELLENCE:
CREATING VALUE THROUGH FINANCIAL MANAGEMENT

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PROGRAM SUMMARY

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.

Contact Admissions Office at +65 6899 5030 | admissions@claridenglobal.com | www.claridenglobal.com

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
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

“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

“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
**REGISTRATION PAGE**

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

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**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:** 027-003583-6
- **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.

**CANCELLATIONS AND SUBSTITUTIONS**

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.

**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.

**DATE AND LOCATION**

This training program will be held at:
**Shangri-La Hotel, Singapore**
22 Orange Grove Road, Singapore 258350
Tel: +65 6737 3644
Fax: +65 6737 3257
Website: www.shangri-la.com/en/property/singapore/shangri-la

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

**FEE RECEIVED REFERENCE L9006S/BY/TL/JT**

**ACCOUNTING**

**ACCOUNT**

**Account Holder**

**Account Name**

**Bank Name**

**Bank Branch Code**

**Bank Address**

**Account Number**

**SWIFT Code**

**FEE RECEIVED**

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**FOR OFFICIAL USE**

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**ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM**

**PLEASE READ THE SMALL PRINT**

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