



**THE HOEHN METHOD
FINANCIAL MANAGEMENT SEMINAR**



Objectives of the seminar

Successful on 2 levels :

Skill and Will

- We outline the tools needed to improve the participants' overall financial knowledge, and develop their financial skills to improve daily performance.
- We increase each participant's level of motivation during the seminar and provide to them the tools to use for their own future job satisfaction.



During the seminar, the participant will improve existing skills and gain new ones. In particular:

- A recognition of the importance of good financial knowledge in the business environment
- The different methods of financial management relative to the particular organization
- How mastering the basics of finance will bring strategic value to your position in the company

During the seminar, the participant will also gain a higher level of will. In particular:

- What motivates and de-motivates each team member
- Why an entrepreneurial attitude to work and responsibility for self is more rewarding
- How to become more self-motivated through well-defined action plans with small gains

At the end of the seminar, the participant will:

- Be more self-confident dealing with figures
- Understand the strategic implications of financial decisions and thus be better able to make decisions at every level
- Gain more respect from colleagues and management
- Be better motivated to continue to learn and use new skills
- Internalise successful scenarios created by thinking and acting like an entrepreneur

You should attend if:

- You wish to be more involved with figures
- You believe that improved financial knowledge would allow you to participate in interesting projects or bring you new opportunities
- You wish to gain better negotiation and decision-making skills through better financial knowledge



Content

Participants discover improved financial awareness brings:

- Improved business skills
- Respect from colleagues and management
- Better negotiation skills and more consequential decision-making ability
- A sense of involvement in the company's strategic direction



The need for information	<ul style="list-style-type: none">- At the company, departmental, and individual levels- Who is responsible
Accounting skills	<ul style="list-style-type: none">- The rules in use today- Difference between accounting profit and cash flow
Budgeting	<ul style="list-style-type: none">- The role of budgeting and issues budgets can solve- The overall budgeting process- Strategic implications for the firm- Different methods of budgetary evaluation and control, and how to apply them
Cost-center	<ul style="list-style-type: none">- Basic management of the cost-center- Basic cost accounting skills- Improving profitability through effective cost analysis and management.
Profit-center	<ul style="list-style-type: none">- Understanding profit and loss statements- The structure, content and layout of a P&L account- Calculating break-even analysis- What is working capital
Key figures	<ul style="list-style-type: none">- What are the key figures in the organisation- Why are they important and how should they be used
Financial statements	<ul style="list-style-type: none">- Income statement / P&L- Balance sheet- Cash flow statement
ROI / ROCE	<ul style="list-style-type: none">- What is it and why is it important- How to calculate it- How can it be used at each level



Structure

This is a solutions-oriented training workshop and team coaching.

Practical cases will be provided from the firm for participants to work on as case studies.



Timing	Five full business days: <ul style="list-style-type: none">- Days 1, 2, and 3 back to back- Day 4, two weeks later- Day 5, two weeks later
Participants	<ul style="list-style-type: none">- Maximum 12 persons- Should come from same business unit or from business units that work closely together
Teaching Methodologies	Individual and Group Assessments for evaluation Analysis of personal and group motivation level Tools for developing a more personally fulfilling work environment. Real life case studies and games Project Management Group Work Team Coaching Group simulations and role-play to: <ul style="list-style-type: none">- Create a reference of potential problems that need addressed during the seminar- Enact the solutions to these problems and create successful scenarios applicable to the company's business environment Competitive game highlighting the basic rules of financial management
Outside Assignments	True case studies brought from the organisation to outline, work on and resolve during the seminar. Participants will work in Project Teams and complete experimentation during business hours for practical knowledge transfer.