

Accountants as Strategic Business Advisor

Back By Popular Demand (4th Intake)
13 Jul 09 (Singapore), 6.45pm to 9.45pm

For almost a decade, CFOs of global companies have been striving to transform the finance function from an inward-looking organization focused primarily on financial reporting and controls, to one that spends more time focused on strategic decision-making and value creation. Recent pressure to control cost, coupled with regulators' and investors' heightened demand for information and tight controls in the wake of corporate scandals, have often focused finance back on traditional, accountant-like tasks. The long term need however remains for finance to play a more strategic role in the business.

The EIU research shows that top performing businesses have top performing finance functions...but few finance functions can be referred to as leading.

A quote from an Award Winning Finance Team in Australia: "CFO's and Finance teams of the future must be **strategic, forward thinking and innovative**. They must act as **business partners**, actively contribute to key business decisions and help to reshape the business. Taking the initiative for **business planning and performance measurement** provides a great platform for this transformation."

Who Should Attend? Corporate CFOs, Board Members and Senior Management

In this seminar, John Petty, the coach of numerous Award Winning Finance Teams in Australia, will share with you the secrets and tools he uses to groom successful finance team to become the Strategic Business Advisor in many organizations.

The learning objectives include:

- Understand what value driver analysis is and when it works in an organization.
- View the move towards more effective NFI reporting (Non Financial Indicators)
- How to develop a practical set of performance areas and the related detailed indicators of performance.
- Understand the concept of lead and lag indicators
- View samples of effective Board and Management Reporting using the ROAP concept (Report On A Page) or the A4 Report.

3 CPE / CPD
 verifiable hours will be awarded

REGISTER ONLINE

or you may [download the form](#) in pdf format and fax it to (65) 65090292.

About the Trainer : JohnPetty

John Petty, has access to the latest practices from Australia and overseas, and is the internationally recognized accounting authority in this area. He has implemented best practices in corporate board and management reporting in over 100 companies and has won the "Articles of Merit" award for distinguished contribution to the accounting profession research four times in the last ten years.

John's experience includes heading the finance function of leading corporations in Australia as CFO before venturing out to start his own business. In addition to his accolade, John has also won the prestigious "Enterpreneur of the Year Award" for the business he successfully managed and subsequently sold. Thereafter, John spends most of his professional time as business consultant and has coached numerous Award Winning Finance Teams in Australia. His clients range from new start-up SMEs to large Australian corporations.

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