



BalInCa Plus⁺

Financial Awareness & Business Experience

A PRACTICAL “MBA” IN TWO DAYS

You should participate because...

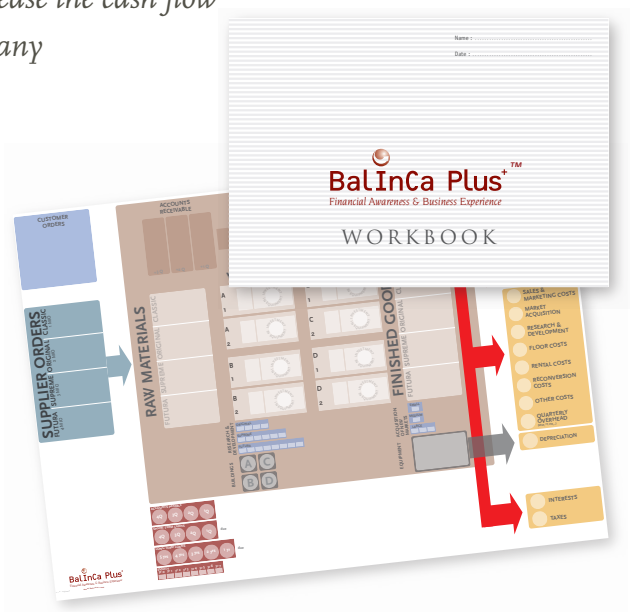
- You want to understand an annual report, key indicators and the financial health of a company
- You are in sales but you want to look at the customers' needs from a broader business perspective
- You are an engineer who wants to acquire quickly financial and economical knowledge.
- You are an employee with budget responsibility
- You are a manager who would like to better understand the other departments to see the global impact of your decisions

What do you learn in this seminar?

- How to complete a balance sheet and an income statement and see how they relate to business
- How to improve the use of your resources and increase the cash flow
- How key indicators measure the success of a company and how your actions can influence them
- How to demystify the financial jargon
- What is required to improve business performance
- Helicopter view of a company

Afterwards, you will understand :

- The impact of strategic decisions
- How to change the financial monologue into a dialogue
- Planning and budgetting
- The importance of different margins
- The difference between costs and investments
- How to link marketing to market analysis
- The effect of good communication between departments
- How to run a company successfully



The way it works :

- *Through active learning : you manage a company in teams of 3 to 4 for several years in a competitive environment*
- *You share your experience and discuss them with the other team members*
- *Discover the short and long term results of your strategic decisions and how to apply them in your company*

Didactical material:

We use workmaps, workbooks and visual presentations for you to discover the world of business and finance.

How participants describe their experience:

- “ A great seminar for those who have no financial background”*
- “ Now I see the importance of communication between the different departments”*
- “ We dealt with financial numbers in a fun, innovative and enjoyable way.*
- “ I understand better how business is run and the importance of finance”*
- “ Now I feel more what is behind the figures and what they really mean”*
- “ All managers in my company should attend this course”*
- “ I am more aware now of how sales, strategic decisions and actions impact the results”*
- “ The visual simulation made the effect of different actions amazingly clear”*

Duration:

2 days

Number of participants:

Minimum 9, maximum 20

Pricing:

For seminars, please contact : katrien@balinca.com