

Liquid Learning Presents the

Next-Generation Management Accountant Intensive 2012

An Accelerated Development Program for Management Accounting Professionals to Propel Your Career and Your Organisations Performance to the Next Level

This exciting new Management Accounting Intensive is a comprehensive program consisting of four distinct One Day Workshop Modules that can be attended as one comprehensive package or as individual modules.

MODULE ONE

Leading-Edge Planning, Budgeting and Forecasting

MODULE TWO

Improving the Bottom Line Using Activity Based Techniques

MODULE THREE

Improving Management Reporting for Enhanced Business Performance

MODULE FOUR

The Expanding Role of the Management Accountant as a Business Partner

EXPERT FACILITATOR



Aubrey Joachim FCMA; MBA; GAICD
CIMA Global President (2009/2010)
CIMA
Director
Leading Edge Change



**HRDF/SBL CLAIMABLE for
MALAYSIAN COMPANIES**

SUPPORTER



Chartered Institute of
Management Accountants



8, 9, 10 & 11 May 2012
PARKROYAL on Kitchener Road,
Singapore

LEARNING OUTCOMES

- Move beyond the theory and learn how to implement leading-edge Management Accounting tools
- Discover how to position the Management Accountant as a value adding business partner
- Consider strategies to unlock your potential as an agent of change
- Learn how to integrate Management Accounting concepts into broader business strategies
- Understand the emerging role of the Next-Generation Management Accountant

EARLY BIRD DISCOUNTS

Book & Pay by 24 February 2012 to receive additional Super Saver Discount!



CPD/CPE Guide

Clock up to 32 hours of structured learning!*

* Check with your local professional association or society for eligibility.

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LIQUIDLEARNING

development opportunities for professionals

MODULE ONE: 8 May 2012

Leading-Edge Planning, Budgeting and Forecasting

At the hub of effective planning and corporate performance management are the important processes of budgeting and forecasting. This module will position the management accountant within the organisations planning framework. It challenges participants understanding of budgets and provides the opportunity to understand the practicality of new tools and techniques in the areas of strategic planning, budgeting and forecasting.

An Introduction to Organisational Planning

- Background to planning in organisations
- Strategic planning models
- Linking planning frameworks to financial plans
- Linking planning, budgeting and performance management

The Role of Budgets in the Modern Organisation

- The role of the budget and how this fits within the overall context of strategic planning and performance management
- Management reporting and accountabilities under the traditional model
- Shortcomings and drawbacks of budgeting as a management control tool

New Management Tools and Techniques that Support New Directions in Budgeting

- ABC / ABM and output budgeting
- Driver based budgeting
- Zero based budgeting
- Beyond Budgeting – A shift in mindset
- Identifying mandatory and discretionary spend
- Prioritising discretionary costs
- Using internal benchmarking as a de-facto budget methodology

Rolling Forecasts – An Improvement Over Traditional Budgeting

- Understanding the concepts of rolling forecasts
- A new method of setting targets and measuring performance
- Examining forecasting methodologies
- Techniques for designing and preparing a rolling forecast
- Linking rolling forecasts with organisational planning processes

CASE STUDY

Shifting to a New Budgeting Mindset

MODULE TWO: 9 May 2012

Improving the Bottom Line Using Activity Based Techniques

Activity based techniques are increasingly being used as a tool in organisations to improve the bottom line. Activity Based Management (ABM) and Activity Based Costing (ABC) are tools that the management accountant must be familiar with if they are to transform the finance function into a value adding unit. This module will provide participants with a knowledge and understanding of ABM and ABC and also work through the stages of implementation in the business.

Understanding Activity Based Costing Methods

- Background to the concepts of Activity Based Costing (ABC)
- Why ABC is a better costing tool than traditional costing methods
- Why is the ABC methodology being increasingly used by organisations today?
- Time Driven Activity Based Costing (TDABC) – the next innovation

Implementing ABC / ABM – A Step-by-Step Guide

- Developing an activity dictionary
- Resources, cost drivers, activities and cost objects – The underpinning essentials
- Developing the ABC / ABM business models and linking to the Financial Management Information System (FMIS)
- Validating cost information output from the ABC models
- Developing ABC reports

Using ABC/ABM to Improve Organisational Performance

- Identifying value adding and non-value adding activities
- Value chain analysis and process improvement
- Product profitability and customer profitability analysis
- Theory of constraints complementing the ABC / ABM value proposition

How ABC/ABM Can be Linked to Business Planning

- Output budgeting, predictive costing and predictive planning
- Linking organisational strategic planning to ABC/ABM
- Developing ABC / ABM based KPI's and influencing organisational behaviour

CASE STUDY

ABM and ABC Implementation

ABOUT THE INTENSIVE

This exciting new Management Accounting Intensive is a comprehensive program consisting of four distinct one day workshop modules that can be attended as one continuous package or as separate modules. The program provides the opportunity for enhancing management skills in a range of areas, therefore registrations can be split across functional areas and teams.

The need for advanced management accounting practices has never been more critical. The finance function is transforming and increasingly finance professionals are being positioned as business partners, whereby they must add value at the operational and strategic level right across the business.

To be successful, management accountants need a diverse skillset and the capability to apply leading-edge tools to a wide range of situations. This Intensive provides the practical tools for the strategic management accountant to add value to the organisation in the current business environment.

INTENSIVE SCHEDULE

8.30 – 9.00	Registration	1.30 – 3.00	Session Three
9.00 – 10.30	Session One	3.00 – 3.20	Afternoon Tea
10.30 – 10.50	Morning Tea	3.20 – 5.00	Session
10.50 – 12.30	Session Two	5.00	Close of Workshop
12.30 – 1.30	Networking Lunch		

WHO WILL ATTEND

- Management Accounting / Reporting
- Business Analysis / Planning
- Financial Management
- Budgeting / Forecasting

SUPER SAVER DISCOUNTS

Receive SGD 400 off registration if you register and pay by 24 February 2012

MODULE THREE: 10 May 2012

Improving Management Reporting for Enhanced Business Performance

It is an ongoing challenge for many finance professionals – knowing how to present information in a way that is understood and appreciated by a diverse audience in their organisation. Organisations today have more access to data and information than ever before. This module provides frameworks for converting financial information into valuable insights which will improve the strategic performance of the organisation.

Management Reporting from Board Room to Store Room

- Defining management reporting
- Management reporting in context
- Factors driving information needs and influencing behaviour
- Converting knowledge into value
- The trend towards dynamic reporting
- Effective use of analytics and dashboards

Linking Management Reporting to Strategic Planning in Organisations

- The strategic planning framework
- Identifying the financial outcomes of business planning
- Identifying the KPI's that drive change
- Strategic reporting frameworks

Management Accounting Tools and Techniques that Support Good Management Reporting

- The scope of management accounting in the reporting context
- Using ABC / ABM / predictive planning in the reporting process
- Adaptive budgeting frameworks
- Trending and benchmarking
- Value based management

Sustainability, Corporate Social Responsibility (CSR) and the Bottom Line

- What is CSR?
- Triple bottom line and sustainability reporting
- A sustainability framework
- KPI's for sustainability reporting

Enterprise Governance and the CIMA Strategic Scorecard

- The enterprise governance framework
- The CIMA strategic scorecard
- Management reporting at Board level

MODULE FOUR: 11 May 2012

The Expanding Role of the Management Accountant as a Business Partner

There is no doubt that the role of the finance professional is changing. It is becoming increasingly clear that finance transformation must result in the management accountant taking on a business partnering role. This module provides practical insight into how management accountants can go about becoming true business partners. This involves elevating the profile of the role and working collaboratively with the business to set and execute strategies that lead to enhanced performance.

The Managerial Role of the Finance Professional

- Financial controller vs. business partner
- Achieving operational excellence within finance
- Developing skills and competencies to add increased value

Analytics – The Essence of Business Performance Management

- Understanding the essence of business analytics
- Transforming the finance function
- Transforming data into decisions

The Finance Professional's Role in Setting and Monitoring Strategy

- Providing predictive business insight
- The finance professional's role in bridging the strategy gap
- Exploiting management accounting tools and techniques in a strategic context
- Identifying and analysing new business models

Corporate Performance Management (CPM)

- Introducing new performance metrics to drive operating performance
- Finance's role in supporting CPM
- Technology advances supporting CPM

Strategic Enterprise Management (SEM) and the Role of the Finance Professional

- The concept of strategic enterprise management (SEM)
- Competitive advantage through SEM
- Improved decision making with SEM
- The evolving role of the finance professional

CASE STUDY

Best Practice Business Partner Models

INTRODUCING YOUR FACILITATOR



Aubrey Joachim FCMA; MBA; GAICD
CIMA Global President (2009/2010)
CIMA
Principal
Leading Edge Change

Aubrey Joachim FCMA; MBA; GAICD is a Chartered Management Accountant – a Fellow of the Chartered Institute of Management Accountants UK, an MBA and a Graduate of the Australian Institute of Company Directors. He has over 30 years of strategic management accounting experience with global conglomerates (Anglo-Dutch conglomerate Unilever and US Energy giant McDermott International Inc.) in South Asia, the Middle East, South East Asia and UK. Since 1993 Aubrey has been an Australian citizen and been involved in the financial services sector and Sydney Water Corporation (world's 5th largest water and waste water company) in senior finance roles.

In 2005 Aubrey set up his own boutique consulting organisation – Leading Edge Change, essentially focusing on delivering public and in-house training and development workshops and seminars in finance, management accounting, strategic management, asset management and beyond budgeting and forecasting in a number of countries across the world. He runs programs in New Zealand, Australia, Singapore, Malaysia, Thailand, Vietnam, China, Philippines, India, Sri Lanka, Dubai, Abu Dhabi, Oman, Bahrain, Tehran, Kenya, Uganda, Zambia, Zimbabwe as well as the US and UK.

Aubrey is on CIMA's Research Advisory Panel and in his CIMA ambassador role he presents to global organisations such as AMEX, Rolls Royce, Ford, IBM, Unilever, Barclays Bank, Shell, Infosys, WNS, Swire, Coca-Cola and Time Warner. He is also a guest speaker on management accounting at the University of Edinburgh, Teesside University as well as professional accounting bodies in China. Check out Aubrey's significant exposure on google, Yahoo and LinkedIn.

EARLY BIRD DISCOUNTS

Receive SGD 200 off registration if you register and pay by 30 March 2012

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Please select your modules		MODULE ONE: <input type="checkbox"/> 8 May 2012		MODULE TWO: <input type="checkbox"/> 9 May 2012		MODULE THREE: <input type="checkbox"/> 10 May 2012		MODULE FOUR: <input type="checkbox"/> 11 May 2012		Please select your modules		MODULE ONE: <input type="checkbox"/> 8 May 2012		MODULE TWO: <input type="checkbox"/> 9 May 2012		MODULE THREE: <input type="checkbox"/> 10 May 2012		MODULE FOUR: <input type="checkbox"/> 11 May 2012					
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* Please photocopy this form if more than three delegates will attend

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Please confirm my registration for **The Next-Generation Management Accountant Intensive 2012**

No. #	Options (per person)	Standard Rate	Early Bird Rate*	Super Saver Rate**
<input type="checkbox"/>	Four Days	SGD 4590.00	SGD 4390.00	SGD 4190.00
<input type="checkbox"/>	Three Days	SGD 3890.00	SGD 3690.00	SGD 3490.00
<input type="checkbox"/>	Two Days	SGD 2890.00	SGD 2690.00	SGD 2490.00
<input type="checkbox"/>	One Day	SGD 1595.00	SGD 1395.00	SGD 1195.00

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CIMA members receive 10% discount off standard rate. (To be claimed at the time of registration. Membership Discounts do not apply to Super Saver and Early Bird rates).

* Receive SGD 200 off registration if you register and pay by 30 March 2012
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 Note: Course materials, refreshments & lunches are included. Travel and accommodation are NOT included.
 Registration Options are per person only.

Group Discounts Available:
 4+ people 10% off Standard Rate
Conditions:
 Group Discounts apply to 3+ Day bookings, made simultaneously and on one invoice only. Only one discount applies. Group and CIMA member discounts apply to standard rates only. Group and CIMA member discounts are not applicable to Super Saver and Early Bird rates.

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TOTAL incl GST

All Prices listed in Singapore Dollars

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