

Programme Outline

Day one – Tuesday 10th May 2022

9.30am	<p>How to be a better Finance Business Partner Sean Purcell, Partner, Wise up Now</p> <p>In this introductory session we look at how finance has evolved and draw your attention the most relevant messages form the latest CGMA research on how the role of finance has been evolving in different organisations.</p> <p>We highlight the key areas which will influence our future journey as a finance business partner and touch on the changes we need to address.</p> <p>We then look at the four key roles played by finance and explain why a finance business partner is probably the safest from being automated in a future finance digital world.</p> <p>We will then look at the highlight the competency profile of a finance business partner and discuss how far down the road we think we are as finance professionals compared to where we need to be.</p> <p>We will then look at the main behavioural and organisational challenges which Finance typically have to deal with in their pursuit of becoming a great finance business partner.</p> <p>You will leave with plenty food for thought which will hopefully provide catalysts for improvement when you return to work.</p>
12.30pm	End of day one

Day two – Wednesday 11th May 2022

9.30am **Commercial Nous – adding value as a finance professional**
Andi Lonnen, Finance Training Academy Ltd

It is now more vital than ever for finance professionals to think more commercially in order to sustain their organisations in these highly competitive times.

This engaging, practical and inter-active masterclass has been specially designed to help finance professionals to improve their commercial acumen and ensure they can deliver more value in a cost-effective way.

This workshop covers:

- Defining ‘commercial nous’ and ‘adding value’ and what this means to the modern finance professional
- Focus on the customer – identifying your internal & external customers and how you can meet their needs
- Understanding your organisation and the industry in which you work, including thinking globally
- Linking your role to what is happening in the wider environment
- Brainstorming ideas to continually improve your commercial acumen
- Very practical tips and takeaways to implement immediately back in the workplace and be buzzing to do so!

12.00pm **End of day two**

Day three – Thursday 12th May 2022

9.00am **A leader's guide to mastering influence and navigating stakeholders**

Olwyn Merritt, Founder, Pure Potential

- Learn an influencing model that will help you plan any situation where you need influence
- Gain insight into your own particular style of influencing and become more aware of a greater range of influencing techniques open to you
- Explore particular strategies used by highly effective influencers
Begin to apply some of what you have learned to your own situation and feel more confident in your own abilities to do so in a skilful way.

11.15am **Break**

11:30am **Learn how to get the YES from Busy Executives**

Anders Liu-Lindberg

By the end of this session, you will be able to:

- Present complex business challenges concisely by leveraging the “Situation, Complication, Questions, Answer” structure.
- Understand the difference between summarizing and synthesizing.
- Leverage the pyramid principle to structure your communication around a key message.
- Build a story around the pyramid.
- Do story boarding.
- Create better looking slides.
- Prepare well for the presentation using the “Think – Feel – Do” model.
- Tailor the presentation to the specific situation.

Why is this workshop relevant?

Senior executives are busy

Assume your audience is busy – give them an appealing reason to keep reading and listening to your message. The SCQA structure effectively simplifies your communication and gets the message across.

It is more about structure than presentation skills

Good communication has more to do with the logic of your argumentation than how good you are with words. Always determine your key recommendation and supporting facts and arguments. Kill irrelevant details.

Appearance matters

Appearance does matter! Well-structured and professional looking presentations get the message across and build your credibility. Learn from the consultants how to build good slides.

There are no second chances for first impressions

You never get a second chance to make a good first impression. Make sure to come prepared and deliver. Most often you only get 15-30 minutes with the management team to drive a decision.

13:45pm **End of workshop**