The future success of any organization lies in data and its use to drive success. This is true for commercial organisations, financial institutions, public sector organisations, membership organisations, charities, security & defence and even governments. The challenge however is that many organisations do not recognize and identify the huge volumes of data they have internally nor the data available to them externally. Moreover they do not know how to extract insight from this data. Organisations must utilize this data in a meaningful way in making key decisions that drive organizational processes to succeed and beat the competition. Big data and analytics must be exploited across the organization - sales & marketing, production & operations, logistics, asset maintenance & management, human resources, finance, governance and internal controls. The future of strategic management lies in exploiting big data and analytics. Finance and finance professionals too have to play a major role in this space.

A recent article in the Australian CPA magazine indicates that even small and medium businesses are increasing their investment in social media, big data and digital strategies but failing to exploit these investments. This is because they lack an understanding of the changing organizational drivers and how to harness data and analytics in the new and emerging management context. Recognising the importance of big data and analytics CIMA (UK) has significantly revised its syllabus content to include this topic. This is how important it is for finance professionals.

This Big Data, Analytics and Finance Transformation training workshop is designed not only for finance professionals but for all managers and staff across the organization who want to understand this emerging platform and will show how they can exploit data and analytics to out-beat the competition and also suggest tools and techniques that can be used across the organization. The presenter Aubrey Joachim runs Big Data and Analytics programs across Australia, New Zealand, UK and South East Asia.

THE PROGRAM AGENDA & WHAT YOU WILL LEARN
The workshop essentially comprises four main segments with interactive discussion designed to maximize learning.

- The expanding scope of Big Data & Business Analytics
- Building competitive & sustainable organisational strategy based on analytics
- Building analytical capability and exploiting management accounting tools and techniques
- The key role that finance plays in an analytical context
- Big data and business analytics - the platform for finance transformation

WHO SHOULD ATTEND
- CFO’s / Finance Directors / Management Accountants / Every aspiring future finance professional as well as managers from the wider business space (Sales, Business Development, HR, Operations)

DETAILED COURSE OUTLINE

**DAY 1 – A.M. - The expanding scope of big data and analytics**

**Session 1. - Introduction to the fundamentals of big data and BA**

- What is big data? What are the sources of big data?
- Understanding the concept of business analytics
- Differentiating between analysis and analytics
- How are analytics used in the current business environment
- Identifying the benefits of business analytics – impacts on performance and profitability
- Case studies, Discussion and learning experience

**Session 2. - Business performance and analytics**

- How and in what areas to enhance business performance
- Analytics – a source of competitive advantage
- Improving business processes using analytics
- Customer and supplier analytics that can enhance logistics management
- Human resource analytics that drive performance
- Big data and analytics for effective maintenance management
- Performance scorecards enhanced through analytics
- Case studies, Discussion and learning experience

**DAY 1 – P.M. - Building competitive and sustainable organizational strategy based on analytics**

**Session 3. - Analytics as a foundation for business strategy**

- The importance of business strategy in the modern organisation
- Strategic models and their relationship to analytics
- The strategy trajectory and analytics
- Validating organizational strategy and setting meaningful KPI’s
- Driving successful strategic outcomes using analytics
- Discussion and learning experience

**Session 4. - Competing and succeeding on analytics**

- The concept of analytical competition – how to be on top
- Winning in the marketplace using customer analytics
- Exploring various industry level opportunities
- Visioning the future of analytical competition
- The stages of developing analytical capability
- Embedding analytics in business processes
- Moving beyond business intelligence
- Discussion and learning experience
DAY 2 – A.M.: Building BA capability and exploiting management accounting tools
Session 5. - Building analytical capability
- Assessing the organisation’s position in respect of analytics
- Key elements in building analytical capability
- Data mining, business intelligence and architecture
- The possibilities from enhanced analytical capabilities
- Challenging established business mindsets to exploit analytics
- Discussion and learning experience

Session 6. - Management tools and techniques in the context of analytics
- Strategic planning, budgeting and forecasting
- Costing and cost structures to optimise performance
- Activity based costing a tool to exploit analytics
- Business forecasting and predictive performance management
- Data and analytics driven dynamic reporting dashboards
- Discussion and learning experience

DAY 2 – P.M. Big data and business analytics transforming the finance function
Session 7. - Business analytics and financial outcomes
- Bottom line imperatives from business analytics
- Improving the decision-making process
- Better alignment of resources with strategies
- Realising cost efficiencies across the organization
- Transforming finance – a benefit from business analytics
- Discussion and learning experience

Session 8. - The role of finance in an analytical context
- What role can finance play in exploiting analytics?
- Competent finance professionals vs data scientists
- How to encourage and manage analytical finance professionals
- How finance can provide better insight using analytics
- Enhancing the finance business partner role through analytics
- Discussion and learning experience

Why you cannot miss this course:
- Big data and analytics is the future of effective management - get a head-start and beat the competition
- The knowledge gained will enable you to add tangible value to your organisation
- The program will cover the latest global thought leadership on this fast developing topic
- The presenter Aubrey Joachim has been delivering programs on this topic over the last four years across global audiences

About the Course Facilitator: Aubrey Joachim FCMA; CGMA; MBA; GAICD
Aubrey is a Chartered Global Management Accountant – a Fellow of the Chartered Institute of Management Accountants UK. He is also an MBA from the Sydney Graduate School of Management of Australia 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 the UK. An Australian citizen since 1993, he has worked in the financial services sector and a major public sector utility in the water & waste water industry in senior finance positions.

In 2005 Aubrey set up his own boutique consulting organization – 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, beyond budgeting and rolling forecasts, finance transformation, and big data and business analytics in over 25 countries across the world.

Aubrey also works with professional bodies and is a trainer for the Australian Institute of Company Directors, as well as conducting professional development courses for CIMA in the UK, Malaysia, Sri Lanka, UAE, Hong Kong, New Zealand and Australia. He is a much in demand presenter for The Institute of Chartered Accountants in Australia & New Zealand and CPA Australia running many of their CPD programs. He also runs programs for training & conference companies across the world.

In 2009/2010, Aubrey became the first non-British/ Irish Global President of the prestigious global management accounting body CIMA – the Chartered Institute of Management Accountants UK in its 90 year history. This global position gave him significant insight into the future of the finance function as well as exposure and public profile. He has been written about and provided opinion pieces that have been published in various countries. Aubrey has an extensive google profile and has been profiled in many forms of media – press, TV, radio, internet etc in many countries.

This program will be conducted in the following location in the Middle East:
Dubai - May 1st & 2nd, 2016
Specific venue will be confirmed closer to the dates.
Program schedule day 1 & 2
8.30 to 9.00 - Registration
9.00 to 10.30 - Session One
10.45 to 12.30 - Session Two
12.30 to 1.30 - Lunch & prayers
1.30 to 3.00 - Session Three
3.15 to 5.00 - Session Four
Morning & afternoon tea breaks included

Course materials provided

13 CPD Hours earned

Course Fee:
CIMA Members & Students - US$1,680 per delegate
Non CIMA - US$2,100 per delegate
Early Bird rates (fully paid 30 days in advance)
CIMA Members & Students - US$1,400 per delegate
Non CIMA - US$1,750 per delegate

Inquiries / Booking / Payment details:
Call CIMA Middle East - Dubai 04 36 898 432
Email: middleeast@cimaglobal.com
Payment method advised upon inquiry

This program is compiled and delivered by Leading Edge Change and CIMA is a supporting partner