

So, learn how think like a CFO to help business owners see why profits are low and where profits should be coming from. Likewise, we occasionally neglect to consider all the areas where money is spent. We may assume we are doing the right thing with our money, but without a periodic self-audit it's only a matter of time before our company has many small profit holes that will cost a fortune each year. This programme refreshes your competency on controls and strategy in the area of cash flow, profit, cost reduction, and ratio analysis.

Strategy and Control for CFOs and Finance Professionals



OBJECTIVES

This programme seeks to help you:

- Get an outline of the finance management strategy that all business needs
- Review financial statements with stakeholders once a month—a good idea regarding the health of a company
- Understand the role and capabilities of bookkeepers, controllers, and chief financial officers that every business desires to hire
- Identify ways to increase profit, reduce fixed costs, and prevent fraud
- Measure the ratio of liquidity, safety, profitability, and efficiency of any business after completion of management account
- Prepare cash flow budget & actual, and accounts receivable collection process, with template and scripts
- Simulate marketing key performance indicator and generic due diligence list

METHODOLOGY

Lectures, discussions and Q&A session.

WHO SHOULD ATTEND

- CFOs and Finance Controllers
- Non-Finance Managers
- Finance Employees
- Consultant for SMEs
- Accountants

PROGRAMME OUTLINE

DAY 1

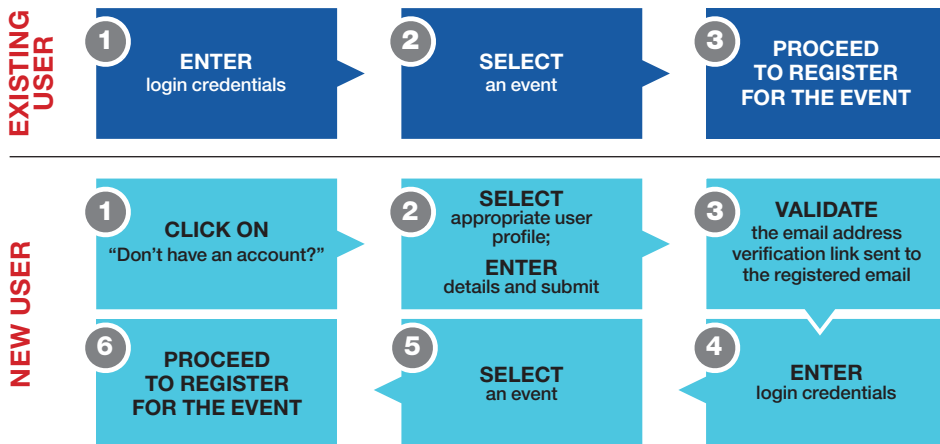
8.30 am – 9.00 am	Registration and Welcome Refreshments
9.00 am – 10.45 am	SESSION 1 <ul style="list-style-type: none"> • Insight on Finance Department <ul style="list-style-type: none"> > Differentiate between Controller-led vs CFO-led finance department > Outsourced accountant role, but providing CFO quality services > Review Financial Statement at a glance by CFO
10.45 am – 11.00 am	Morning Refreshments and Networking
11.00 am – 12.30 pm	SESSION 2 <ul style="list-style-type: none"> • Master Bookkeeping with System and Procedure <ul style="list-style-type: none"> > Bookkeeping is replaceable by artificial intelligence > Begin with the end in mind > ASESARTM and IB system
12.30 pm – 1.30 pm	Networking Lunch
1.30 pm – 3.15 pm	SESSION 3 <ul style="list-style-type: none"> • Controller is the Person Management Asks: How is the Business Doing? <ul style="list-style-type: none"> > Financial management strategies > Gross profit improvement and fixed cost reduction > Controller checklist and its daily flash report to know what happened
3.15 pm – 3.45 pm	Afternoon Refreshments and Networking
3.45 pm – 5.00 pm	SESSION 4 <ul style="list-style-type: none"> • Finance Management Strategy of Cash Liquidity <ul style="list-style-type: none"> > 90 days cash flow statement, cash flow budget vs actual > Tracking cash flow is for improvement, cash is essential to health of every business > AR collection process map and sample scripts
5.00 pm	End of Day 1

DAY 2

8.30 am – 9.00 am	Participants login to join the webinar
9.00 am – 10.45 am	SESSION 1 <ul style="list-style-type: none"> • Comprehensive and In-depth Assessment of Financial Performance <ul style="list-style-type: none"> > Breakeven and income calculator > Keeping track of key performance indicators, quarterly in marketing > Benchmarking for relevant industries
10.45 am – 11.00 am	Morning Refreshments and Networking
11.00 am – 12.30 pm	SESSION 2 <ul style="list-style-type: none"> • What-if Scenario Modelling in Liquidity, Profitability, and Growth <ul style="list-style-type: none"> > Ratio reference table for liquidity, safety, profitability, and efficiency > Sales price analysis and pricing effect on discounting and raising > CFO adds value to client engagement and supports CEO in efficiencies
12.30 pm – 1.30 pm	Networking Lunch
1.30 pm – 3.15 pm	SESSION 3 <ul style="list-style-type: none"> • Parameters that Manage Operational Risk and Safeguard Financial Duty <ul style="list-style-type: none"> > Ways to prevent fraud > General financial duties checklist > Generic due diligence list whenever is necessary
3.15 pm – 3.45 pm	Afternoon Refreshments and Networking
3.45 pm – 5.00 pm	SESSION 4 <ul style="list-style-type: none"> • Finding and Filling Profit Holes <ul style="list-style-type: none"> > Ways to increase profit and identify value driver > Increase profits by increasing sales margin and by reducing costs and the team becomes profit conscious > Conclusion of learning
5.00 pm	End of Programme

REGISTRATION PROCESS

- To view more events and download the full brochure, please visit: pd.mia.org.my
- Search and select the event
- Click 'Register' to experience the new system by continuing with the respective steps below:



For any assistance, please call (8.45am-5.30pm, Monday-Friday)
MIA Help Desk @ 603-2722 9000

TERMS & CONDITIONS FOR SEMINARS

PROGRAMME FEE

- Fee is payable to MALAYSIAN INSTITUTE OF ACCOUNTANTS
- Depending on the event, the fee includes course materials and/or lunch and/or tea breaks.
 - **Individual Registration:** Full payment shall be made at the point of online registration.
 - **Corporate Registration:** Full payment shall be made within thirty (30) days from the date of the Invoice or 1 day before the programme, whichever earlier.
- Admittance to the programme shall be granted only upon full payment as per the above requirement.

PAYMENT MODE

- Payment must be made through the **electronic channels i.e. online payment via the MIA member service portal and electronic fund transfer (EFT).**
- Payment by **cash and cheque is NOT ACCEPTABLE** effective from 1 January 2022.

HRD CORP (FOR CLAIMABLE EVENTS ONLY)

- MIA is an approved Training Provider registered under 'Institut Akauntan Malaysia' (MyCoID: 631967).
- **Employer's Obligations**
 - To ensure grant approval is obtained prior to event registration and to provide the Grant ID notification upon event registration.
 - To make full payment to MIA as per the issued Invoice within 14 working days upon receipt of MIA's notification in the event the approved training fee is cancelled by HRDC due to non-compliance on the part of the participant or his/her employer or any valid reasons stipulated by HRDC.
 - To settle the balance payment to MIA within 14 working days upon receipt of MIA's notification in the event only partial claim is approved by HRDC. MIA will provide copy of the original invoice and will not issue a new invoice for the balance amount.
 - If employer has made payment prior to grant approval, a refund will be made to employer subject to reimbursement received from HRDC. Refund will be made upon receipt of duly completed employer's EFT Form.
 - To provide required information and/or documents after completion of event for the purpose of HRDC Claim within 7 working days upon receipt of MIA's notification.

CANCELLATION

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- For written cancellation received with minimum seven (7) days' notice from the date of the programme, no penalties will be imposed and full refund will be made to participants who have paid.
- For written cancellation received less than seven (7) days from the date of the programme, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations will also be liable for a 20% administrative charge.
- No refunds will be made for written cancellations received on the day of the programme or for participants who failed to join the programme. Unpaid registrations will also be liable for full payment of the registration fee.
- Replacing registered participants is not allowed.
- Paid registration that is cancelled can opt to transfer the paid amount to future event(s) after deducting any applicable administrative charges.
- The transfer request to future event(s) should be confirmed by Corporate/Individual within three (3) days after cancellation otherwise the cancellation will be confirmed with refund action. Transfer request will not be entertained after the refund is processed.

- Corporate/Individual is required to top-up the balance amount if the amount to be transferred to the future event is insufficient.
- Any excess amount after transfer will be refunded to the Corporate/Individual's bank account as provided in the EFT form.
- Corporate/Individual is required to provide the EFT form each time when a refund is requested.

PARTICIPANT'S CLASSIFICATION AND INFORMATION

Category: Corporate/Individual

- Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed upon registration.
- The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.

VERIFICATION OF ATTENDANCE

- All participants are required to present photo identification (NRIC, driving licence or company's ID card) at the point of registration prior to signing the registration list when attending the programme. Admittance may be denied upon failure to present photo identification.

CERTIFICATE OF ATTENDANCE AND CPE CREDIT HOURS

- Upon full attendance of the programme, participants will be issued an e-certificate of attendance. For this purpose, it is **COMPULSORY** to fill in the email address clearly.
- CPE credit hours will be credited into the MIA Member Services Portal within 14 days of the programme for participants who have complied with all terms and conditions stipulated herein.
- Participants will only be entitled to the CPE hours upon attending the entire duration of the programme. CPE hours will not be accorded for partial attendance.

COPYRIGHT

The materials of the programme shall not be disclosed or used in any manner, either wholly or partially against any other parties and/or used in any manner, either wholly or partially as a defence by you and/or any other parties under any circumstances. The participants are therefore prohibited from reproducing any materials of this programme. All copyright and/or intellectual property rights in any relevant materials produced in this Programme will remain with the party who produced such materials. MIA disclaims responsibility for the materials of this programme. Neither the MIA, its Council or any of its Boards or Committees nor its staff shall be responsible or liable for any claims, losses, damages, costs or expenses arising in any way out of or in connection with any persons relying upon the materials provided during the programme.

DATA PROTECTION

Information given by the participants to MIA is true, accurate and to the best of their knowledge. The participants have read and agreed with the Privacy Notice as stated on MIA's official website and therefore, allow MIA to collect, process, store and use the participants' data other than what is provided under the Personal Data Protection Act 2010.

EXCLUSION OF LIABILITY

This programme shall not constitute an endorsement of the speaker(s) by MIA and MIA shall not be liable for whatsoever circumstances arising from any engagement between the speaker(s) and the programme's participants.

DISCLAIMER

Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s), time(s) and to cancel the programme should circumstances beyond its control arise. MIA shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein.

SPEAKER/TRAINER

NG CHEE YOUNG, STANLEY

Stanley is an author and business coach who has over 20 years of experience specialising in accounting, tax planning and finance management for small and medium enterprises, helping them expand and transform their organisations with strategic road mapping, debt restructuring and equity funding. He owns the advisory firm, StanCo.

He is a chartered accountant of the Global Chartered Institute of Management Accountants and ASEAN Chartered Professional Accountants. He also holds certifications from the Professional Business Coach Alliance, the International Coach Federation, and is a trainer certified by the American Board of Neurolinguistic Programming and Global University Life-long Learning that train the public.

PROGRAMME FEES

Member/Member Firm	RM 1,500
Non-member	RM 1,750

Preferred Payment: Pay with MIA-CIMB Affinity Credit Card.

PROGRAMME DETAILS & REGISTRATION

HRDC Training Programme No. : 10001378586

16 & 17 July 2024 (Tuesday & Wednesday)
Concorde Hotel Kuala Lumpur

8 & 9 October 2024 (Tuesday & Wednesday)
Connexion Conference & Event Centre
@ The Vertical, Bangsar South, Kuala Lumpur

Contact : Kogilavani
Tel : 03 2722 9294
Fax : 03 2722 9009
Email : sp@mia.org.my
Address : Malaysian Institute of Accountants
 Dewan Akauntan
 Unit 33-01, Level 33,
 Tower A, The Vertical
 Avenue 3, Bangsar South City
 No. 8, Jalan Kerinchi
 59200 Kuala Lumpur