

A PRACTICAL “MBA” IN TWO DAYS

THE CHALLENGE FOR COMPANIES TODAY IS NOT TO LET PEOPLE
WORK MORE, BUT TO LET THEM WORK BETTER TOGETHER !!

Who can benefit?

- *Everyone who wants to understand an annual report, financial key indicators, the health of a company*
- *Sales people who have high product knowledge, but want to look at the customers' needs from a broader business perspective*
- *Engineers who quickly want to get a financial and economic background.*
- *Employees who have budget responsibility*
- *Managers without time to have a job rotation in all departments, but would like to understand the other departments of their company to take better decisions*

What do you learn?

- *Complete a balance sheet and an income statement and see how they relate to business*
- *How actions influence the results of the company*
- *What is required to improve business performance*
- *What the key indicators mean and how to influence them*
- *The importance of cash and how it flows*
- *Understand strategic decisions*
- *Change the financial monologue in the company into a dialogue*
- *How to successfully run a company*
- *Planning and budgeting*
- *Importance of the different margins*
- *Helicopter view of a company*
- *Costs and Investments*
- *Marketing linked to market analysis*
- *Healthy financial structure*
- *Communication between departments*



The way it works:

- A business experience of running different departments of a company in teams of 3 to 4 participants for several years in a competitive environment. Discover in an exciting way the short and long term results of your strategic decisions, and how to apply these learnings 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:

- The visual simulation made the effect of different actions amazingly clear.
- Enjoyed the learning method.
- A great approach of how a business operates.
- I am more aware now how sales, strategic decisions and actions impact the results of a company.
- Importance of teamwork between the different departments of a company.
- Dealt with financial numbers in a fun, innovative and enjoyable way.
- Now I feel more what is behind the figures and what they really mean.
- Understand the annual report of my company and my customers.
- All managers in my company should attend this course.
- A great seminar.

Timing:

2 days

Number of participants:

Minimum 12, maximum 24

Pricing:

For seminars, please contact : info@balinca.com


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