



Finance for Non-Financial Professionals

Setting Performance Standards

Do you often wonder what is behind your company's management and strategic decisions?

Do you know exactly what you are contributing to your unit's overall business performance?

This course provides a simple answer to a complex issue in record time.

Who can benefit:

- Employees (technicians, supervisors, team managers and line managers)

If you want to...

- **Understand** what the most common economic notions mean
- **Connect** those notions and the main business and financial indicators
- **Pinpoint** your contributions to the company's results and future

...Then this course is for you.

Model which guided the course design

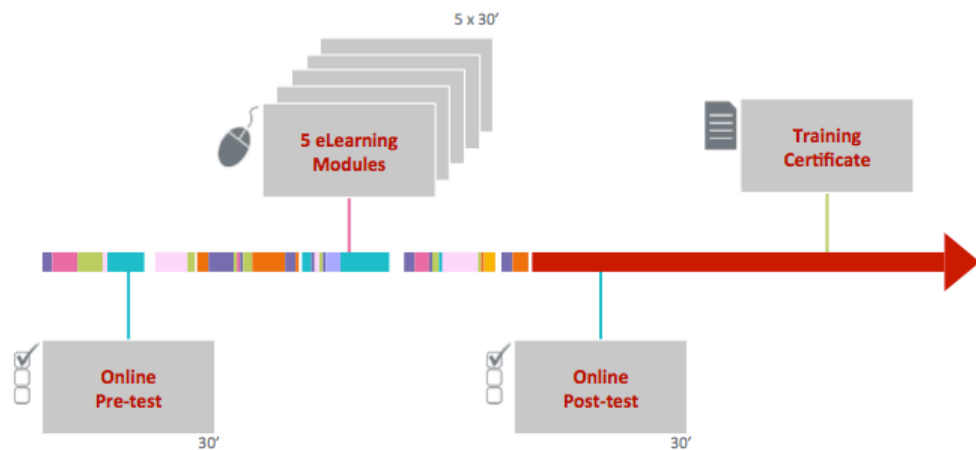


The finance puzzle: you are at the centre of your company's performance

- As former General Electric CEO Jack Welch put it, "Getting every employee's mind into the game is a huge part of what the CEO job is all about... There's nothing more important." *
- This respected CEO spent 70% to 80% of his time in direct contact with his group's employees, constantly visiting plants to listen to, motivate and train them.
- Every company employee contributes to performance.

* Straight from the Gut, Pearson Education (12 May 2007)

Your training path



Knowledge self-assessment

Decoding the balance sheet and income statement

eLearning module 1

- Understanding the content of the balance sheet.
- Learning the composition of the income statement.
- Making changes to the balance sheet and P&L.
- Identifying your contribution to these documents.
- Analyzing a balance sheet and a P&L.

Analysing and evaluating corporate financial data

eLearning module 2

- Mastering the basics of financial analysis.
- Using ratios to help with financial analysis.
- Detecting additional sources of information for financial market stakeholders.
- Understanding scoring and rating: the external view
- of banks and financial markets.
- Advising customers wisely to win repeat business.

Your training path (continued)

Relating your contribution to value creation

eLearning module 3

- Understanding the five fundamentals of value creation.
- Positioning your role and contribution on the value creation tree.
- Understanding the cash flow statement and the importance of Free Cash Flow.
- Positioning your role in the cash flow management process.

Progress self-assessment

Personalized support throughout your course

- You can track your progress through the course on the web platform
- A technical hotline is available weekdays to make sure your course runs smoothly: elearning@cegos.ch

Evaluation and Certification

Evaluation

Online pre-test: diagnostic evaluation before the eLearning modules

- 10 random questions from all the eLearning modules to diagnose previous knowledge. Can only be taken once. Results do not count.

Online post-test: final evaluation after the eLearning modules

- 10 random questions from all the eLearning modules to assess the achievement of the learning outcomes. Can be taken many times and records the best score.

Certification

In order to obtain your training certificate, you must complete all the eLearning modules and obtain **a score of at least 80%** on the online post-test.

