

STRATEGIC FINANCE

for Decision Makers

Understanding Business Finance to enable Senior Decision Makers to make informed decisions based on Financial Insight

Ted Wainman

- Published Author & YouTuber
- International Business Trainer
 - >20 years
 - >400 clients
 - >35 countries

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DUBAI : 28 - 30 APRIL 2025

Watch Ted in Action!



[BAT - Financial Analysis:](#)
[Has ESG investment themes depressed their share price?](#)



[Tesla- Financial Analysis:](#)
[Is the company really worth the share price?](#)



During the workshop we will be examining a number of Case Studies. Delegates are encouraged to bring their own accounts or those of their competitors, which will also be used as Case Studies during the workshop to ensure the concepts are clearly explained and their relevance understood.

Examine the Strategic Financial Drivers at a Corporate / Big Picture Level

1

Financing the Business: The Cost of Capital

We start the workshop understanding how a business is financed through debt and equity - and learn the advantages and disadvantages of each.

- **Capital - Debt & Equity**
- **Transfer of Risk**
- **Advanced funding - Debt, Equity, Loans, Bonds & Derivatives**
- **The role of banks in the Capital Markets**



A Case Study in how a Business is Funded

2

Generating a Return on Capital

Building on session 1, we then start to look at how companies measure the return on the capital that is invested.

- **Profit, EBIT and EBITDA**
- **Measuring ROI, ROCE & ROA**



A Case Study in calculating the ROCE

3

Calculating the Cost of Capital & Value Creation

Having established the return that capital is generating for an organization, we then turn to calculating the cost of that capital.

- **Cost of Debt**
- **Cost of Equity (CAPM)**
- **Calculating the WACC**
- **Calculating EVA**



A Case Study in Calculating the WACC & EVA

4

Working Capital

Having established the importance of Investment Capital and ensuring that the return on that Capital exceeds the Cost of the Capital, we focus on Working Capital - that keeps the business alive on a day-to-day business.

- **Liquidity & Working Capital**
- **Calculating the Working Capital Requirement (WCR)**
- **Cash is King: operational decisions to improve the WCR**
- **Cash Flow analysis - OCF, FCF & NCF**



A Case Study in Calculating the WCR

5

Time Value of Money

CapEx and investment decision making is based on the ROCE / WACC / EVA principles will involve more detailed analysis including:

- **The Time Value of Money**
- **Calculating the NPV**
- **Calculating the IRR**
- **Decision making**



Practical Exercise in Excel to choose between various projects

WHY YOU SHOULD ATTEND

If you're an experienced manager who wants to know how to use financial concepts and techniques to make better management decisions then this course is for you.

You will be able to understand the most important concepts in financial management and you will learn how senior executives make use of them to make critical strategic and economic decisions.

This seminar will assist you to become recognised as a knowledgeable and skillful strategic thinker in your organisation and you will be able to engage with other senior executives in a more confident and meaningful way.

WHO SHOULD ATTEND?

This seminar is specifically designed for managers who may or may not have an accounting or finance background who see their future management role as requiring greater understanding of financial concepts to assist them in making sound management decisions. It will assist managers from all functional backgrounds including:

- **Managing Directors / CEO**
- **Business Owners / Executive Directors**
- **Divisional and Regional Directors**
- **Heads of Departments & Budget Holders**
- **General Managers & Finance Managers**
- **Managers in Operations / Marketing / HR / IT / Sales**
- **Strategy Managers**
- **Technical Managers / Project Managers**



A Granular Look at the Organisation's Finances from an Operational / Departmental Level

Review of Day 1

With a lot of material covered on day 1, this first session on day 2 will review and consolidate the material and concepts - giving more practical application of the concepts covered to new case studies and organisations.

6 Budgeting and Forecasting

Using budgets and forecasts to deliver on the strategy of the organisation.

- **Linking Strategy to budgets**
- **Top down v Bottom up budgeting**
- **Incremental v Zero Based Budgets**
- **How budgets add value to an organisation**

7 The Concept of Free Cash Flow

Techniques based on free cash flow have become the predominant way of determining the value of any business. When considering an acquisition or takeover free cash flow is used to establish the right price to pay to acquire the target business. Free cash flow also allows managers to understand whether a business is growing in a way that is balanced and sustainable. As such, understanding free cash flow is essential for senior managers.

- **Profit and cash flow**
- **How you can be profitable and broke**
- **Estimating free cash flow**
- **Using free cash flow to value a business**



Practical Exercise: What would you pay to Acquire a company?

8 Creating Economic Value

The method of measuring organisational success is changing from profit-based methods to value-based methods. These days the economic objective of businesses is to create value rather than create profits. To be a successful manager you need to understand the difference between value and profit and to know how you can create economic value in your role.

- **Accounting Value, Market Value and Economic Value**
- **Why is Value different than Profit?**
- **How you can create Economic Value**
- **Measuring Value created**
- **Economic Value Added (EVA)**

9 Value Creation

This final session links the operational decisions in day 2 to the organisational decisions from day 1 and examines how to 'create value' in an organisation.

- **Relative v absolute valuation**
- **Yields & PE ratios**
- **Property, Shares & Bonds - valuation fundamentals**
- **The impact of Risk and Interest Rates on Asset Valuation**
- **Irrational Exuberance - how to spot a bubble**



Valuation of the Case Studies covered during the workshop

BENEFITS FOR PARTICIPANTS - WHAT WILL YOU LEARN BY THE END OF THIS COURSE?

- The Advantages and Disadvantages of Debt v Equity in Funding the Business
- The importance of ROCE in a capital-intensive business
- Understanding the cost of capital - Calculating the WACC - cost of debt & cost of equity (CAPM)
- Learn the concept of EVA: a function of profitability and efficiency
- Using Discounted Cash Flow (DCF) techniques to calculate the NPV and IRR
- The importance of Liquidity and managing the Working Capital Requirement (WCR)
- Learn the difference between Operating, Free and Net Cash Flow
- Using budgeting and forecasting to deliver the operational strategy
- Valuation metrics for companies: Yields & PE Ratios

PROGRAM SCHEDULE

0845	Registration & Coffee/Tea
0900	Workshop commences
1015	Morning break (20 mins)
1230	Lunch (1 hour)
1500	Afternoon break (20 mins)
1700	End of day



Meet Your Facilitator

PROFESSIONAL BUSINESS TRAINER, KEYNOTE SPEAKER & PUBLISHED AUTHOR

Ted Wainman (ACA, MBA)

Ted Wainman trained and qualified as an Associate Chartered Accountant (ACA) with EY (Ernst & Young) before joining JPMorgan on the Investment Management side of the business. Whilst at JPMorgan, he undertook a company sponsored MBA in the International Management of Financial Services, from which he graduated at the top of his class with merit.

Since 2003 Ted has been designing, developing and delivering programmes for the private sector across a range of business needs. Whether focused on programmes to build awareness and detailed understanding around financial drivers of their business, addressing new operational initiatives or supporting business change, Ted is experienced in working with key stakeholders within the business to construct a training program that delivers sustained change.

With a background in finance, Ted has a focus on financial and commercial training (including finance, strategy & leadership and Global Macro Economics). Ted has worked with over 400 companies - primarily private or listed - from blue chips to financial services, including banks, building societies and insurance companies. Ted has worked in more than 35 countries globally and is experienced in addressing the needs of programmes across varying cultural backgrounds.

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Author of "How to Talk Finance: Getting to grips with the numbers in business"
-published by Pearson (Financial Times) in April 2015.

He runs a YouTube Channel and regularly undertakes the financial analysis of a wide variety of companies on a regular basis:

<https://youtube.com/@TalkFinancials>

Partial Client List

BANKING & FINANCE

- ABN AMRO
- Allianz
- Allianz - AGCS
- Axis Europe
- Bank Mellat
- Bank of New York
- BNP Paribas
- Credit Agricole
- First Abu Dhabi Bank
- Habib Bank
- HSBC
- Ikano
- JPMorgan
- Kuwait Investment Authority
- Lloyds Banking Group
- Merrill Lynch
- Nationwide
- Pimco
- Pinebridge Investments
- Royal Bank of Scotland
- Riyadh Bank
- Samba
- Saudi British Bank
- SMBC
- SMBC Group
- UBS
- VTB Capital

INSURANCE

- Aspen Insurance
- Barbican Insurance
- Marsh Insurance
- Miller Insurance
- QBE
- Zurich

ENERGY / UTILITIES

- ADNOC
- Al Masood
- SE Water
- EDF Energy
- Npower
- National Grid
- South East Water
- Kuwait Petroleum Corporation

GOVERNMENT & NONPROFIT

- Department for Transport
- Electoral Commission
- NATO

HEALTHCARE & PHARMACEUTICAL

- Novo Nordisk
- Hikma Pharma
- Abbot
- NHS Confederation

TRANSPORTATION & LOGISTICS

- Forth Ports
- GulfTainer
- Maersk
- Oman Shipping
- Saudi Railways

TELECOMMUNICATIONS & IT

- Alcatel Lucent / Genesys
- Ooredoo
- Oracle
- CISCO
- PalTel
- Mobily
- Qatar Telecom
- du Telecom
- Orange
- Saudi Telecom Company
- Uganda Telecom Ltd
- Vodafone
- Zain

EDUCATION

- London Business School
- CIMA
- Chartered Institute of Insurance
- Dundalk Institute of Technology
- Warwick Business School

REGISTRATION FORM

***Get 1 FREE seat if you send 3 pax! (3+1 Package)**

Early Bird Register Before 28th February '25	Special Discount Register Before 28th March '25	Normal Rate Register After 28th March '25
<input type="checkbox"/> USD 3,195	<input type="checkbox"/> USD 3,295	<input type="checkbox"/> USD 3,395
<input type="checkbox"/> Send 3, get the 4th seat for FREE!		

*Fee quoted does not include GST / VAT or withholding tax (if applicable).

Company Name: _____

Delegate 1

Name : _____
 Job Title : _____
 Email : _____
 Mobile : _____
 Direct Line : _____

Delegate 2

Name : _____
 Job Title : _____
 Email : _____
 Mobile : _____
 Direct Line : _____

Delegate 3

Name : _____
 Job Title : _____
 Email : _____
 Mobile : _____
 Direct Line : _____

Delegate 4 (FREE if you send 3 pax)

Name : _____
 Job Title : _____
 Email : _____
 Mobile : _____
 Direct Line : _____

Authorization (Mandatory)

Name : _____
 Job Title : _____
 Email : _____
 Signature : _____
 Date : _____

***Signatory must be authorised to sign on behalf of contracting organization. This booking is invalid without a signature.**

Payment Method

Bank Transfer
 Credit Card Visa Mastercard
 Name on card : _____
 Card number : _____
 Expiry date : _____ CVV : _____
 Signature : _____



Email the completed form to boon@kexxel.com

TERMS AND CONDITIONS

PRIVACY

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From time to time Kexxel Group may share information from our database with other professional organizations (including our event sponsors) to promote similar products and services. Please send us an email if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please email us your request info@kexxel.com.

TERMS & CONDITIONS

Payment Terms: Payment must be received before the commencement of the event. Following registration, all payments must be executed within the terms herewith irrespective of attendance..

Cancellation Fee: A cancellation fee equivalent to 50% of the registration fee will be charged for any cancellations received more than 30 days prior to the event. A 100% cancellation fee will be charged for any cancellations received 30 days or less prior to the event, under the terms outlined below.

Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course. Kindly notify us directly for any substitutions.

Force Majeure: If Kexxel Group cancels the Event due to circumstances beyond the reasonable control of Kexxel Group (such as acts of God, acts of war, governmental emergency, labor strike or terrorism), Kexxel Group shall refund to each attendee its payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organizer to Attendee. Kexxel Group reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If Kexxel Group changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to attendee, but Kexxel Group shall assign to the attendee, in lieu of the original space/ seat, such other space as Kexxel Group deems appropriate. If Kexxel Group elects to cancel the Event other than for a reason previously described in this paragraph, Kexxel Group shall refund to each attendee its entire registration fee previously paid.

As such, Kexxel Group reserves the right to alter or modify the advertised speakers and/ or topics if necessary. Any substitution or alterations will be updated on our web page as soon as possible. Send 3 and get the 4th pax for free promotion is subject to Kexxel Group's discretion. In case of no show on the event day, the free attendee is assumed to have cancelled his/her seat and full payment is required as per invoiced. Due to limited event space, we strongly advise early registration to avoid disappointment.