



FINANCIAL ANALYSIS

8th September 2011
HALLAM CONFERENCE CENTRE

COURSE DETAILS

LOCATION

The course will be held at Hallam Conference Centre, 44 Hallam Street, London W1W 6JJ.

Tel: 020 7631 3633

Full details and directions will be sent to delegates on registration. These documents can also be downloaded from the website at www.abfa.org.uk/publicdb/select_event.asp.

Registration will be at 9.00am for a 9.15am start and will close at 5.00pm.

DURATION 1 day

COST

£325 Members,
£490 Non-Members
(This includes course materials and refreshments).

MAXIMUM NUMBER
20

DRESS CODE
Smart casual

FOLLOW UP COURSE:
Financial Understanding
– ABFA Diploma

WHO SHOULD ATTEND?

The course is aimed at Client Managers, Risk and Operations staff and new and existing sales staff. The course will benefit any staff involved in assessing and monitoring the financial performance of prospects or clients, who want to familiarise themselves with the tools and techniques of financial analysis. A fair understanding of profit and loss and balance sheets is essential. Delegates with no knowledge of the subject should consider attending the ICM 'Working with Company Accounts' seminar before registering on this seminar.

WHAT STUDENTS WILL LEARN

This course will enable participants to become more familiar with financial jargon, walk comfortably through the profit and loss, balance sheet and cash flow statements, and assess the financial health of a business through traditional ratios, considering both financial and non-financial risks.

COURSE CONTENT

The topics to be covered will include:

Financial Analysis

- A framework
- Assessing financial health

Financial Ratios

- Calculations and uses
- Working with cases

Cash Flow

- Calculation
- Debt capacity
- Forecasting and sensitivity

Business Failures

- Causes and symptoms
- How to spot the early signs

Creative Accounting

- Getting behind the numbers

Accounting Standards and Update

PLEASE BOOK ONLINE AT

www.abfa.org.uk/publicdb/select_event.asp

GUEST SPEAKER

JEAN POUSSON BComm CAIB(SA)

International Banking and Finance Consultant

Jean Pousson is managing partner of Jean Pousson and Associates, a specialised consultancy practice he set up in 1994. They provide banking, finance and strategy training to an international client base. Jean was previously Director of Studies at the TSB Group Management College, responsible for overall academic leadership but with direct responsibility for finance and strategy programmes. He also spent two years in the City with D.C. Gardner and Company as Assistant Director, Corporate Banking. Previously his banking career spanned fifteen years with Barclays Bank where the last five years saw him occupy various management positions within Retail and Corporate Banking associated with credit risk assessment. He has now lectured/consulted for the last fifteen years on issues of banking, credit risk, finance and strategy to banks and non-financial services companies internationally. Besides his own client base he is a regular contributor to open programmes for both the Institute of Credit Management and the Institute of Directors. Jean has a B.Comm first degree from the University of Witwatersrand, Johannesburg, South Africa and holds various banking and other diplomas. Some of his clients include: Abbey National Plc, Lloyds – TSB Group, KPMG, Permanent TSB Ireland, ACC Bank – Ireland, ESSO Europe and Securicor Group Plc.



CANCELLATION POLICY FOR DAY COURSES

- Any changes or cancellations to bookings must be made in writing (email is acceptable).
- All cancellations must be received at the ABFA 45 working days before the start of the Course to qualify for a full refund.
- Written cancellations 30 working days before the start of the Course will be subject to a 50% refund.
- No refund is possible for any cancellations made after 30 working days from the start of the Course.
- We are happy to welcome a substitute delegate at any time.



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