



ESSENTIAL BUSINESS AND FINANCIAL ACUMEN

14 hours **ZOOM & PHYSICAL** Program



HYBRID TRAINING

15 & 16 Jul 2025 (Tue & Wed)



**Remote Online Training (Zoom) &
Wyndham Grand Bangsar Kuala
Lumpur Hotel (Physical)**

**** Choose either Zoom OR Physical Session**

OVERVIEW:

In today's volatile business conditions, there is a need for all workplace personnel to grasp, understand and apply fundamentals of business and financial acumen to ensure their organisations achieved success.

By acquiring business acumen, it will enable them to better understand to add value in their daily business activities. Financial acumen is important because ability to understand financial indicators and manage financial resources enables effective decision in investment and plan financial strategies to stir businesses during uncertain times. These 2 days programme will increase financial and business acumen.

WHO SHOULD ATTEND:

Any person who had no formal training in key basics - intermediate level business acumen and basic finance but wish to enhance business acumen and increase financial intelligence for personal mastery and business success.

OBJECTIVES:

On completion of the programme, participants will be able to:-

1. Master the essentials key framework of business strategies and importance of setting business goals.
2. Understand how business strategy is translated into financial numbers via strategic planning process
3. Identify key financial indicators and issues concerns in personal and business financial management.
4. Know how to interpret key financial indicators to make good finance decisions.
5. Understand the concepts, language and basic rules of accounting & finance to interpret financial statements
6. Equip oneself with business financial knowledge in order to effectively manage financials in a business organization.

TRAINING APPROACH:

Where appropriate, activities will include the following:

- Lecture & Videos
- Facilitated Group Discussions & Spot Quiz
- Practical financial analysis exercises using excel and case studies
- Board games



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The key content of the program includes the following:

Module 1: Building Business Acumen

- Common business issues faced today
- Identify value add business activities and reduce value destroying activities
- Strategic planning, execution and tracking process
- Setting key targets and execute action plan to mitigate actual results versus budget/forecast.
- Interpret business variance reports.

Module 2: Financial Knowledge: Understanding financial statements

- Essential Business Financial Terminology
- Understand BASIS framework for understanding importance of financial statements
- Profit & Loss, Balance Sheet and Free Cash flow for personal financial management.

Module 3: Business Financial Management

A. Learn the golden rule of financial management

- Why rich companies get richer?
- Cash versus profit measures – Which is more important
- Passive income/revenue versus active income/revenue sources

B. Application of finance terminologies in day-to-day life with examples.

- Which financial statements is used to understand the true profitability of a company?
- Calculate, understand and interpret key financial indicators.

C. Real life application of financial knowledge in running successful businesses

- Working capital formula and application.
- Managing investments by understand calculation of return on investment (ROI).
⇒ Learning methodologies: Practical Exercises

Module 4: Application of Knowledge: Strategic planning

- Preparation of key forecast data linked to business strategies via excel.
- Group presentation.

Module 5: Cashflow board games.

- Knowing the games rules
- Selection of players, briefing of roles – 6 players, one banker and one auditor
- Session 1 Challenge: Getting Out From the Active Income Trap/Rat Race
- Session 2 Challenge: Building Your Wealth Legacy and Kingdom
- Debriefing and Self Reflection