

Workshop on

NEW COURSE

# The Case Maker™ for Finance Professionals

20 to 21 May 2009, 9am to 5pm (14 CPE Hours)

One of the most critical skills a finance professional needs is the ability to persuade their audience, whether they are internal or external clients. With The Case Maker™, technically excellent finance professionals can build a strong and impactful case to get the buy-in of key decision-makers and stakeholders with great success. Based on tightly structured logical thinking and a communication flow customised to one's audience, crucial proposals and decisions get a collective and resounding "Yes!"

The Case Maker™ equips finance professionals with the tools needed every step of the way: from analysing and building a case, presenting data effectively to creating powerful opening, body & closing presentation flows.

Whether you are presenting business cases to raise investment, to show the strength of the company, to propose a strategy or to manage mergers and acquisitions, The Case Maker™ enables finance professionals to build and present their case logically and easily, without compromising the persuasiveness and credibility of the presentation.

The Case Maker™ has been conducted throughout Asia (for global organisations in China, Taiwan, Korea, Philippines, Malaysia and Singapore), Europe and the US. The Case Maker™ was specially designed for finance professionals who have to communicate financial facts and figures. It was part of a curriculum of a massive finance transformation project at a global bank and has given the workshop global recognition.

## What Participants Learn

- The Case Maker™ Template for Thinking & Presenting
- Analysis of the Situation, the Message, Audience, Data and the Presentation
- The Yellow Circuit™ Test – Understanding the Message & Situation
- Building and Structuring Your Argument with Logical Patterns
- Strengthening Your Argument
- Visualising Data – Using Tables & Charts Effectively
- Crafting a Strong and Credible Opening & Close

## Why The Case Maker™?

By the end of The Case Maker™ for Finance Professionals, participants will learn how to make tight, logical and convincing arguments. Participants will be able to:

- Organise and structure their presentation CONTENT logically, concisely and impactfully using The Case Maker™ Yellow Circuit™ an Template. They will see, hear and feel a dramatic difference in their organization and planning skills.
- Use Conceptual and Analytical Thinking to reach the preferences and motivations of their audience.
- Conceptualise and structure an informative and persuasive data-rich case.
- Understand principles regarding presentation of data.

## Who Should Attend

Finance professionals who make critical presentations to key stakeholders.

## Workshop Leader

*Sharmini Suthan*

Sharm graduated with an MBA (Strategic Management) from the Strathclyde Graduate Business School in Glasgow, Scotland. Sharmini now makes her home in Singapore and heads business development at People Potential Asia. In the 17 years she has spent in the training industry, Sharm has been involved in business development, strategic planning and client servicing with numerous local and multi-national companies. Her prior work experience in the retail industry has helped in designing and conducting workshops and programmes across a wide variety of industries, including corporate banking, IT, media and advertising, manufacturing, government sector as well as recently corporatised/privatised agencies. Sharm has trained spokespeople, including diplomats, managing directors and CEOs, to handle a variety of communication situations – major presentations, handling the media and top-level negotiations. Countries that she has trained in : Malaysia, Singapore, Indonesia, Philippines, Korea, Taiwan, China, United States and United Kingdom. On a personal note, Sharm is very concerned about the less fortunate children; and contributes regularly to various children's causes. She has volunteered with SINDA to help build reading skills in young children in Singapore.

Sharm trains and/or developed the following programmes:

- The Case Maker™
- Think on Your Feet®
- Presentation Alive™

## What past participants have said about this workshop:

"I feel that I am now able to form the outline of a presentation very quickly and this will enable me to focus on the main issues rather than the cut and paste approach I had previously been adopting."

"Quick mechanism to generate effective communication addressed to audience needs. Reminder of how important/how much difference a simple, directed preparation session makes."

"A model for planning presentations which enables persuasion, yet presented in a participative manner. This facilitates buy in from the recipients."

"The Case Maker™ – for planning and building a case, and the different logical flows which is a great way of thinking of different ways to present the data and may trigger additional elements to be included in an argument."

## REGISTRATION FORM

**Workshop on**  
**The Case Maker™ for Finance Professionals**  
20 to 21 May 2009, 9am to 5pm, (14 CPE Hours)  
The Sheraton Towers\*

	<u>Normal</u>	<u>Introductory/Rate*</u>	<u>Special Group Rate</u> <u>(3 persons or more from one organisation)</u>
Fee per person (clients/alumni)	S\$1,425	S\$1,100	S\$1,030
Fee per person (public)	S\$1,475	S\$1,200	S\$1,130

\*Fees include 7% GST, lunch, refreshments and full set of workshop manuals, templates, learning aids and The Case Maker™ software that will allow you to convert your case into a ready set.

Please register the following participant(s):

1. Name: Mr/Ms \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_
2. Name: Mr/Ms \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_
3. Name: Mr/Ms \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_
4. Name: Mr/Ms \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_

### CONTACT PERSON

Mr/Ms: \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_ Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Enclosed is cheque for S\$\_\_\_\_\_ (Cheque no. \_\_\_\_\_) made payable to "PricewaterhouseCoopers LLP"

Registrations can be done by telefax at (65) 6236 3300 or email your registration at [pwcevent.sg@sg.pwc.com](mailto:pwcevent.sg@sg.pwc.com). Registrations can also be done by mailing the registration form to PricewaterhouseCoopers LLP at 8 Cross Street #17-00 PWC Building Singapore 048424. Please note your registration will only be confirmed upon receipt of registration and payment..

On-Site Training: You can also have this course presented at your organisation to meet your specific needs. For information, please call Tony Moore at (65) 6236 3155, email: [anthony.moore@sg.pwc.com](mailto:anthony.moore@sg.pwc.com).

#### Notes\*:

- Cancellation Policy: If you are unable to attend, a replacement is welcome. For cancellation received in writing at least seven (7) days before the seminar, a full refund will be made. No refund (or full rate will be charged) if a cancellation occurs less than 7 days before the seminar date. Notice of cancellation must be made in writing to us.
- Award of Certificate: Certificate of Attendance will be awarded on successful completion of the workshop.
- Reservation Hotline: For registration and reservation enquiries, please call Ms Siti or Maimunah at (65) 6236 3957/3
- Change of Venue/Date/Programme: The organiser reserves the right to change the venue, date and programme due to circumstances outside our control.