Workshop on The Case Maker™ for Finance Professionals

3 to 4 April 2012 • 9am to 5pm • Hotel venue to be advised • 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!"

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™ 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

- Presentation, Audience & Data Analyses.
- The Yellow Circuit™ - Testing the 'big picture' flow of the case.
- Structuring Arguments with Logical Patterns.
- Structure the Presenting Flow (Presentation)
- Visualising Data – Using Tables & Charts Effectively

Why The Case Maker™

By the end of this workshop, participants should be able to:

- Make tight and convincing arguments. Be able to build and strengthen their arguments with appropriate logical patterns for key rationale and support points.
- Analyse topics in less than 5mins, using a simple 'Yellow Circuit™'. This circuit helps participants analyse the situation and the message from the perspective of the target audience/decision maker; creating frames from which their arguments can be structured. By using this circuit to analyse their cases, participants will be ready to make their cases even if they only have a short time to prepare.
- Conceptualise and structure ideas using multiple logical patterns. Logically, concisely and impactfully using The Case Maker™ Template (board and software).
- Be more fluent in articulating their ideas persuasively. Such fluency requires some depth of expertise in their own domain, Finance, as well as familiarity with language patterns through which to articulate their thoughts.

The Goal for finance professionals: to make this transition efficiently and painlessly.

A business case can be made in various communication contexts, in formal presentations, around a table or whilst having a coffee – to make a proposal, challenging a stand, getting approvals. It is about MAKING A CASE.

pwc

Methodology and Materials

- Analysis and re-structuring of a previous presentation.
- Practice sessions including Trainer and Peer Feedback.
- Presentations.
- The Case Maker™ Template take-away tool – board and software.

Product Uniqueness

- The Case Maker™, has been conducted for organisations in China, Korea, India, Germany, Philippines, Malaysia, Singapore, Taiwan, the US, and the UK. Many of these workshops were for Finance professionals.
- The Case Maker™ software was later developed to increase post-workshop application. Participants will find that they save even more time in preparing their presentations and converting them into PowerPoint™ slides.

Critical Success Factor

- Participants must be currently engaged in critical conversations with peers and seniors from whom they require some form of buy-in.
- Participants much come prepared with data for an upcoming presentation, and a laptop.

Workshop Leader

Sharmini Suthan has an MBA (Strategic Management) from the Strathclyde Graduate Business School in Glasgow, Scotland as well as an honours degree in BBA. Sharmini heads the regional People Potential office in Singapore. In the 18 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, Hong Kong, United States and United Kingdom.

Registration Form

Workshop on Case Maker™ for Finance Professionals

Fees: PwC clients/alumni - S$995 • Public - S$1,045

Please register the following person/s for the workshop on 3 to 4 April 2012:

1. Name: Mr/Ms/Mdm ______________________ Designation: ______________________
   Email: ______________________ Contact No: ______________________

2. Name: Mr/Ms/Mdm ______________________ Designation: ______________________
   Email: ______________________ Contact No: ______________________

3. Name: Mr/Ms/Mdm ______________________ Designation: ______________________
   Email: ______________________ Contact No: ______________________

Contact Person

Name: Mr/Ms/Mdm ______________________ Designation: ______________________

Company ______________________ Address: ______________________

____

Email: ______________________ Contact No.: ______________________ Fax: ______________________

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

Registrations can be done by telefax at (65) 6236 3300 but will only be confirmed upon receipt of payment and registration form. Please mail the registration form and payment to **PricewaterhouseCoopers LLP at 8 Cross Street #17-00 PWC Building Singapore 048424 (Attn: M&C Dept)**.

This workshop can be presented on-site at your organisation as an in-house programme. Please call Tony Moore at (65) 6236 3155 for more information or email at anthony.moore@sg.pwc.com.

Note:

- Fees includes 7% GST, refreshment, lunch and seminar kit
- 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.
- Certificate of Attendance will be awarded on successful completion of the workshop.
- For registration and reservation enquiries, please call Ms Siti or Maimunah at (65) 6236 3957/3
- The organiser reserves the right to change the venue, date and programme due to circumstances outside our control.