

# ***The Case Maker™ for Finance Professionals: Creating Presentations with Compelling Storylines***

*2-day workshop + multi-week Behaviour Change App*



*Learn one of the most critical skills of a finance professional*

## ***Objective***

Getting buy-in can be achieved in various communication contexts, in formal presentations, in emails, in a meeting or over coffee – to make a proposal, challenging a stand or getting approvals. It is about MAKING A CASE.

## ***Who should attend?***

CFOs, finance professionals, finance manager, finance controller, product controller, accountants, internal auditors at all levels.

Non-finance professionals/ participants will also benefit significantly from this workshop.

## ***Benefits of attending***

With The Case Maker™, finance professionals can build a strong and impactful case to get the buy-in of key decision-makers and stakeholders with great success. When presentations are unclear, meetings take longer, decisions are delayed and opportunities missed. The cost to the individual and the organisation is potentially high.

The Case Maker™ enables finance professionals to build and present their case logically and easily, without compromising the persuasiveness and credibility of the presentation. It is specially designed for finance professionals who have to communicate financial facts and figures. The Case Maker™ has been conducted for global organisations in China, Korea, India, Germany, Malaysia, the Philippines, Singapore, Taiwan, the US, and the UK.

## ***What will participants learn***

1. Frame their proposals to suit the audience
2. Justify their proposals using justification tools
3. Anticipate and handle questions and objections
4. Organise their presentations from start to end
5. Visualise ideas using diagrams and images
6. Script and rehearse presentations.

# Workshop agenda

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

## Frame

Framing is an iterative process which helps participants position their cases to suit the audience. Participants will also learn to analyze their audience and use the information to prepare a frame that is targeted to their audience.

**Tools: Deposit, Anticipate, Draft, Audience Analysis and Frame**

## Justify

In this section, participants will learn how to justify their proposals using Justification Tools and evidence. They will be introduced to the **20 Justification Tools** to help build lines of argument for their case and test them for flaws and loop-holes.

**Tools: 20 Justification Tools and Choosing Justification Tools**

## Anticipate

Participants will learn how to anticipate Topic-driven questions and Audience-driven questions. Participants will also learn how to prepare for each question in a systematic manner – identifying its theme, clarifying their point of view, then crafting the response.

## Visualise → Script → Rehearse

Here, participants move to presenting their case by working on three areas:

**Visualise:** Ideas, Numbers, Images

**Script:** First & Last Words, Full Script

**Rehearse**

## About the workshop leader



**Sharmini Suthan**

Sharmini heads the People Potential regional office in Singapore. The 26 years she has spent in the training 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 helped professionals in multinational organisations express themselves for business results. With a candid and energetic style, she enjoys challenging executives to hone their thinking and articulation in high stakes situations.

Countries that she has trained in: Malaysia, Singapore, Indonesia, Philippines, Korea, Taiwan, China, Hong Kong, United States and United Kingdom.

## What makes our workshop successful?

### Product uniqueness

- The Case Maker™ has been conducted for global organisations in China, Korea, India, Germany, Malaysia, the Philippines, Singapore, Taiwan, the US, and the UK. It comes with a multi week Post-Training Behaviour Change App – a solution to help participants apply the newly-acquired skills at work

### Methodology and materials

#### In class:

- Intense practice and feedback on actual work cases
- Group work on real presentations
- Analyses of frames, arguments and questions

#### Post-training:

- A multi-week solution for Behaviour Change to help participants apply the newly-acquired skills at work.

### Critical success factors

It is important that participants have good analytical and logical skills. This usually means that they need to have had a university-level education.

## What past participants say

*"People Potential's methods for making tight business presentations should be required reading – and practice – for every manager in your organisation. I have seen the real change that People Potential solutions have brought to my folks."*

*"Excellent programme for higher level presentations and meetings."*

*"Enlightening, I thought I knew everything about making a case but I was so wrong"*

*"I have learnt the tools on making effective presentation. Suggestions are practical and easy to apply. Videos shown are inspiring."*

*"Dynamic, thought-driven and innovative"*

## How to register

Please fill in the registration form attached below and send it to [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com).

For further queries, please contact Ms. Siti or Ms. Maimunah at (65) 8729 0530/29 .

A complete calendar of training courses can also be found on our website [www.pwc.com/sg/academy](http://www.pwc.com/sg/academy).

## Registration fee (includes 7% GST)

PwC Clients & Alumni: S\$845

Public: S\$915

# Registration Form

## Workshop on The Case Maker™ for Finance Professionals

Fees: PwC clients/alumni - S\$845 • Public - S\$915

Please register the following person/s for the workshop on:

☐ 25-26 July 2018 (9am-5pm) ☐ 12-13 November 2018 (9am-5pm)

1. Name: Mr/Ms/Mdm ..... Designation: .....

Email: ..... Contact No: .....

2. 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 Risk Services Pte Ltd". Please include the course code "TCMFFP" along with your payment for ease of reference.

### Registration and Payment

Registrations will only be confirmed upon receipt of payment and registration form. Please email the scanned copy of your registration form to [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com) and/or mail the registration form and payment to **7 Straits View, Marina One, East Tower, Level 9 Mail Centre, Singapore 018936 (Attn: Siti/Maimunah, M&C Dept)**

For registration and enquiries, please call Ms Siti or Maimunah at (65) 8729 0530/29 or email us at [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com).

### In-Company Training

This workshop can be presented on-site at your organisations as an in-house programme. For more information and enquiries, please contact Tony Moore at (65) 9637 5489 or email at [anthony.moore@sg.pwc.com](mailto:anthony.moore@sg.pwc.com).

### Note:

- Fees includes 7% GST, refreshment, lunch and seminar kit.
- The seminar will be conducted at a dedicated training room at our office in MarinaOne or at a venue located near an MRT.
- Certificate of Attendance will be awarded on successful completion of the workshop.

### Cancellation policy:

Full payment must be made prior to the seminar.

Registered participants will be liable for the full fee even in the event of non-attendance.

Upon receipt of registration, any request for cancellation or a replacement must be confirmed in writing at least **(7) working days** before the seminar and subject to PwC's Academy's approval.

A 10% administrative fee will be imposed for any cancellation or deferment received less than **(5) working days** before the seminar.

PwC reserves the right to amend, postpone or cancel the seminar due to unforeseen circumstances.