

Become a...

# Master Business Analyst

Certified by the American Academy of Financial Management (AAFM).  
Recognised in over 145 countries by 560 training providers, universities,  
colleges and business schools.

## 1 – 5 June 2008, AAFM Training Center, Salhia Complex

*Attend this comprehensive programme  
and you will cover all important  
management disciplines:*

- Strategic finance for non-financial executives
- Cost control and effective financial management
- Corporate governance and ethics
- Organisational strategy
- Customer service and multi-channel support
- Marketing strategy and Return On Marketing Investment (ROMI)
- Leadership and mentoring skills

### Who should attend?

This highly practical qualification has been specifically designed for:

- CEO's, Senior Marketing, Finance, Technology and Strategy Executives
- Business Principals and Managers who need a practical and up-to-date knowledge of MBA Strategy and Techniques for ROI and growth
- Managers of Change and influencers of decision making at the highest level of the corporation

**"A very interesting and informative  
course and very well presented by  
Brett King"**

**Mohd. Sayeeduddin**  
Business Analyst, Etihad Etisalat Mobily, UAE

**"This is a must-attend course  
for anybody in business. Great  
content and well presented by  
highly experienced and qualified  
professionals."**

**Ahmed Al Musalmi**  
Head of Operations and Business-Development,  
National Bank of Abu Dhabi, Oman



## Meet Your Expert Program Directors



### Brett King

Brett King is one of the founders of the American Academy of Financial Management, a global organization dedicated to improving the skills and careers of financial professionals everywhere. King has been directly responsible for the off-shore growth of the Academy's commercial operations with a membership spanning 145 countries. He also owns a successful niche consulting operation based in Asia, namely UserStrategy, which consults for companies like HSBC, Standard Chartered, Ping An Insurance, Cathay Pacific, Shangri-La Hotels, National Semiconductor and other world-class brands.

King was appointed as an honorary Visiting Chair Professor for the China Management Institute in 2002 for his contribution to the China education community and has lectured on MBA and graduate programs such as the Australian Graduate School of Management's MBA series and as faculty at City University. As a professional speaker, King has presented at conferences in more than 20 countries for organizations like Forbes, The Economist, IIR, DTT Fast 500, HSBC, and others. He has been awarded speaker of the event at events such as the GCC Compliance Forum, the SME Banking and Finance Forum, CEO Leadership Summit, and others.

He currently is an international judge for both The Asian Banker Retail Banking Excellence Awards, and the Middle East Business Achievement Awards. King holds a variety of professional qualifications such as Master Financial Professional, Chartered Wealth Manager and Certified Developer of Enterprise.

King previously led Modern Media/Digitas' (NASDAQ: DTAS) regional business in Asia as Regional Managing Director, and prior to that was the Regional Director of the E-Business Service-Line for Deloitte Consulting (Asia-Pacific-Africa). King was a national finalist in the Achaues Institute entrepreneurship program (1998.) He maintains residences in Dubai, Hong Kong and Melbourne.



### Geoffrey Bye

Bye is a first-class all-round marketer, brand builder and commercially-focused planner with exposure to a wide and varied range of commercial challenges across different business sectors. Excelling in the strengthening of brand identity and in the operational implementation of strategic and tactical sales and marketing strategies within tight time-scales and to budget, including in-depth understanding of web strategy and the implementation of customer service initiatives to maximise customer loyalty.

Geoff's previous roles include PR, Brand and Marketing Director Roles with DHL for Asia-Pacific and the UK markets, Chief Marketing Officer with One-Asia part of Li Ki Shing's TOM Media Group, VP of E-Marketing for Manulife Financial and most recently consultancy engagements throughout the Middle-East.

Geoff has experience in managing multi-country teams of marketing personnel, with marketing budgets in excess of US\$20m across more than 50 markets simultaneously. Geoff is heavily involved in local business activities as a board member of the British Business Forum, along with a role as Chapter President of the American Academy of Financial Management's Middle-East membership. He regularly teaches the leading finance brands throughout the Gulf region on specialist branding, marketing and customer service topics for the banking and finance sector.

He sits on the academic advisory boards of a number of Australian Colleges and is a member of the Educational Committee of the Institute of Certified Management

Accountants (ICMA). In addition he is responsible for the quality control of all ICMA and AAFM Corporate Finance related courses run in Asia.

### Why This Particular Executive Programme?

Designed as a compressed programme for Senior Executives with ten years experience, this programme introduces leading strategies, concepts and techniques in vital business areas. Taught by a global leader in executive development and built on the Harvard Case Study model, this programme is not to be missed.

In addition, on satisfactory completion of the programme you will receive certification from the internationally recognised financial association, the American Academy of Financial Management. Founded in America, the AAFM has members now in over 100 countries and as such this course brings with it the experience of finance professionals in the US, EU, Australia, and other dynamic financial markets. This certification will entitle you to use the formal post-nominal designation Registered Business Analyst (RBA™) on your resume and business cards.

### By attending this course, the added benefits you will receive include:

- The ability to use the designation RBA™ on your business card and resume
- up to 18 months membership to the AAFM professional body
- Access to the AAFM risk management network and body of information on-line
- Being taught by a leading finance expert from the American Academy of Financial Management
- Membership to the only professional body recognised by the AACSB, the world's leading collection of business schools
- Preferred access to education centres in USA, UK, Europe, Asia, Middle-East and Latin America
- Qualification for entry into the AAFM Master Financial Professional programme
- Access to the AAFM international journal published on-line
- Gold Embossed Certificate with your name and designation as a MAAF (Member of the American Academy of Financial Management)
- Full accreditation fees included in the course fees

### RBA™ Course Overview

Your expert Programme Director will guide you through the major themes that you must confront as a manager, a strategist and a leader.

Through theoretical presentations, interactive group work and case study sessions you will explore the full range of management competencies that will set you and your organisation apart from the competition.

You will explore key areas including how to understand and manage strategic financial information, how to develop and implement successful organisational strategies and how to fulfil your own potential as a leader and get the most from your team.

# AAFM™ Master Business Analyst

## 1 to 5 June 2008 - Programme Outline

### Course Timings:

Registration will be at 08:30 AM on Day One with the programme commencing promptly at 09:00 AM each day. There will be two short breaks each day and the sessions will conclude at 03:00 PM.

### Day One – 1 June 2008

#### Strategic Finance For Non-Financial Executives

Latest methods for analysing the strategic performance of the organisation including techniques such as Altman-Z, Balanced Scorecard and others. A basic financial survival course for any non-CFO executive in your organisation.

- Analysis of financial statements
- Shareholder wealth maximisation
- Applied corporate finance
- Strategic management and the financial planning process
- Introduction to the “Stock Exchange”
- Cash flow – the lifeblood of business

### Day Two – 2 June 2008

#### Cost Control And Effective Financial Management

All executives have the issues of budget and operational expenditures, but many also need to understand the nature of the costs, cost behaviours, operating leverage and cost allocation methods. A company can live and die by its ability to control, use and leverage cash-flow, the so-called ‘life-blood’ of the business because it is the essence of sustainable profitability.

- The changing business environment
- Cost control and cost management
- Budgeting
- The Balanced Scorecard and performance management
- Effecting change for cost efficiency

### Day Three – 3 June 2008

#### Corporate Governance, Ethics And Organisational Strategy

With the downfall of the Wall Street powerhouses Enron and Worldcom, plus the numerous scandals amongst senior executives of Fortune 500 companies, the pressure is on for good corporate governance, ethics and social responsibility – all married with the need to maximise shareholder wealth. Changing workplace practices and mobilisation of the modern organisation are also requiring a complete rethink of the traditional hierarchical management model that is so prevalent in the Middle-East and Asia.

#### Case Study: The Enron Story

- What can we learn from the lack of governance and ethics of the US markets?
- Profit – when is enough, enough?
- Moving to a networked organisation structure, and learning to delegate
- “It’s different here....” – why Middle-East businesses need to adapt

### Day Four – 4 June 2008

#### Customer Service And Multi-Channel Support

With the emergence of the Internet, IVR systems, self-service kiosks, SMS and other channels, the customer is presented with ever increasing ways to interact with us – but why are customers complaining about reduction in service levels? Could it be the new channels they are using are not up to scratch? Find out what drives customer behaviour for certain channels and why your organisation HAS to change to meet the needs of the 21st Century customer.

- Understanding the Internet’s power to alter channel strategies
- Emerging technologies and trends
- Managing customer sales and support systems

#### Marketing Strategy And ROMI

Marketers used to tell us that marketing was an ‘art’. Now CEOs are realising that art, like any other component of the business, needs to have measurable deliverables. This module covers the emerging field of ROMI (Return On Marketing Investments) and looks at case studies that will help you understand why some marketing is no longer working for your organisation. What works, and what should you spend your money on?

- Developing fast to-market technology for competitive advantage
- Exploring the economics of customer loyalty and total customer satisfaction
- Putting a customer-focused, service profit chain to work
- Formulating an action-oriented marketing plan
- Return On Marketing Investment (ROMI)

### Day Five – 5 June 2008

#### Leadership And Mentoring Skills

Leadership – it is the single quality that all very successful executives have. What’s the difference between a leader and a manager? A leader provides the vision, while the manager tells you what to do with your time. It is what you need to lead an organisation to success. Strategic leadership and mentoring skills introduce techniques for developing strong leadership skills and an organisation that follows.

- Understanding the difference between leadership and management roles and responsibilities
- Examining leadership patterns for successful transformation initiatives
- Developing negotiation skills
- Developing organisational capability for a knowledge-based, service intensive business
- Role-play critical leadership scenarios – have you got what it takes to make the grade?

# Registration Form

## Three Easy Ways To Enrol

**T** +965 246 2030 / +965 7688433  
**F** +965 246 2050  
**E** enrollQ8@aafmgcc.com

## Course Dates

Master Business Analyst  
 1 to 5 June 2008

## Timing

From 9:00 AM to 3:00 PM

## Venue

AAFM Training Center  
 Salhia Complex  
 Kuwait City

## Program Fee

Regular fee KD900.00

## Early Bird Discount

Register on or before 18 May and save KD50

## Group Discount

Register three (3) or more delegates and receive **15% OFF** the Regular Fee

## Payment Methods

Please pay by Cheque, Cash or Bank Transfer, prior to programme commencement.

All cheques should be crossed and made in favour of American Academy of Financial Management.

The fee includes instruction, course material and detailed case studies. On successful completion of the course, the AAFM award free membership for a period of up to 18 months.

## Registration Details

Title: ..... First Name: .....

Last Name: .....

Company Name: .....

Job Title: .....

Department: .....

Address: .....

.....

Country: .....

Tel: .....

Fax: .....

Mobile: .....

Email: .....

For multiple registrations, please copy this page.

Yes! I would like to receive information about future events and services via email.

In the case of unforeseen circumstances, AAFM reserves the right to change venue and/or speakers.

## Payment Options

- Cash
- Cheque – Payable to “American Academy of Financial Management”
- Bank Transfer – American Academy of Financial Management, Commercial Bank of Kuwait, Hawalli Branch, Account Number: 2001012338.

## Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a KD 100 service charge will be payable. Registrations cancelled less than seven (7) days before the event must be paid in full.

## Customised Solutions And On-Site Training

AAFM provides tailor-made, superior and highly cost-effective in-house training with professional certification awarded. Our qualifications can be articulated to a full university qualification or simply be a highly focused, tailored curriculum delivered by the most experienced industry experts. With global recognition and a faculty of specialists who are industry practitioners, we teach the ‘how’ and ‘why’, not just the ‘what’. Call us now on +965 2462030 or email enrollQ8@aafmgcc.com

