## Background: The Financial Performance Challenge







**But:**
**A study on strategic planning execution authored by Renaissance Solutions, notes that of the 101 corporate participants surveyed, 57% report only "little or some" linkage between the priorities of long-range strategy and the annual budget.**
Source: The Corporate Strategy Board, Congruence of Strategic Planning and Budgeting Process

**And:**
**" Businesses typically fail because they don't understand the impact of their management decisions on their financial performance over time. They also don't use their management information adequately to make informed decisions."**
Marius Joubert IMPACT Financial Training Academy

**Andile Khumalo mentioned the following in an article - Will accountants become extinct?**
**" Unsurprisingly, technology, accountant's (read business analysts) relationship with business and the push towards integrated thinking are some of the trends that could make accountants either extinct or extremely important to maintain order in the world."**

**And Mark Barnes added:**
**" Auditors (read business analysts) don't make the pictures, they take them. They take the photographs of what management has done, or at least said it has done."**

**The role of the Business Analyst has changed from 'taking' the picture to actively participating in 'creating' the picture.**

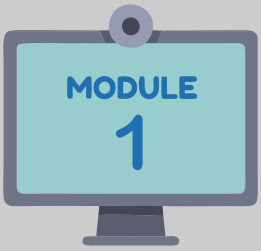
## The purpose of this course:

The purpose of this course is to expose the delegates to a wide range of topics and methodologies that will enhance their analytical skills. The objective is thus to enrich their service offering and financial contribution to their area of responsibility.



## The course content:

### The course consists of the following modules:

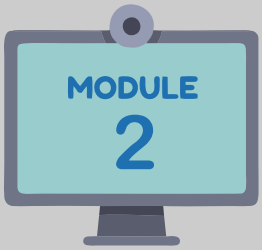



**Module 1: The Katsjiengville® Business Simulation Game**

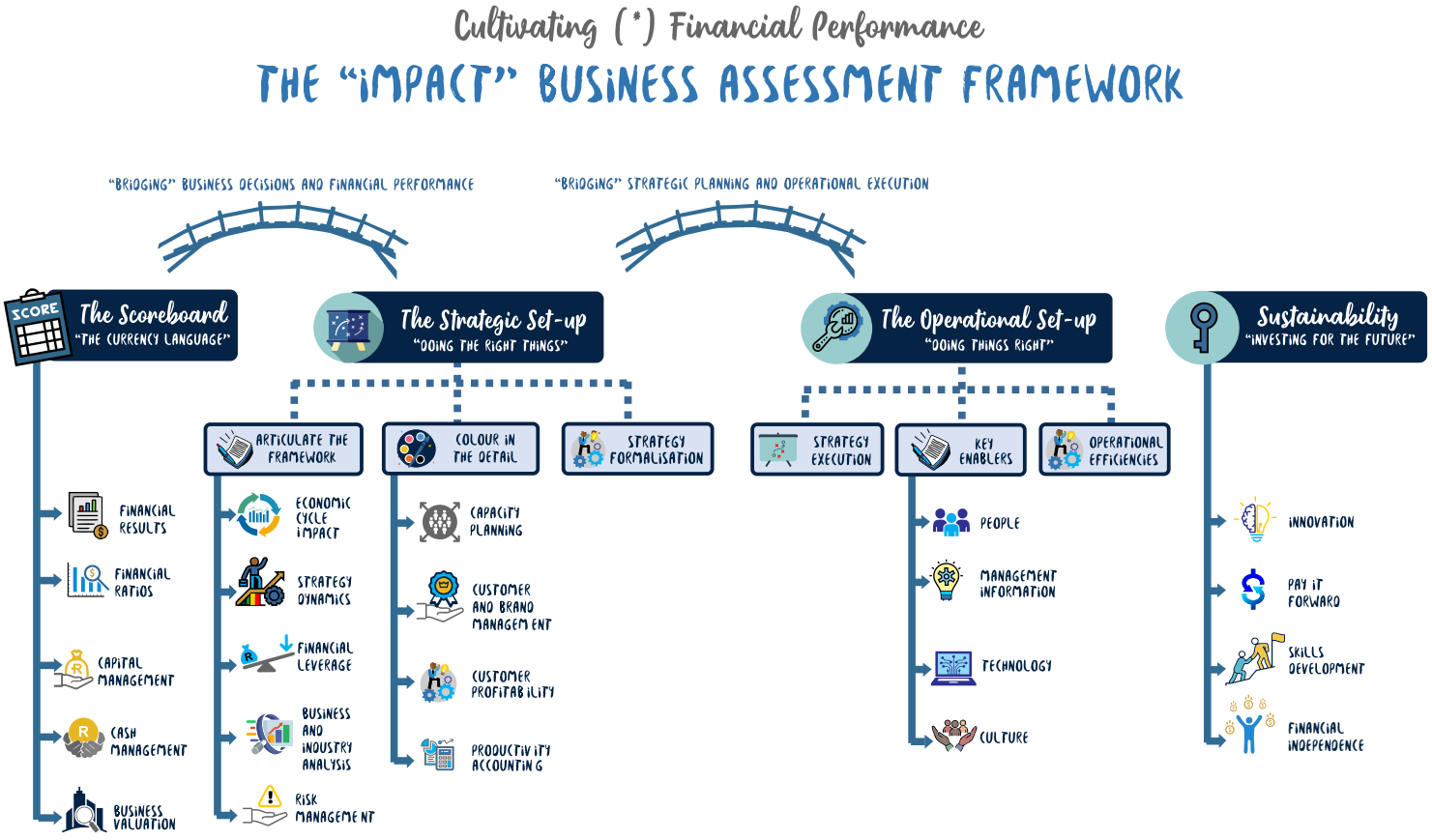
"Games are better teachers than teachers" - Learn critical business and analytical skills through gamification. Industry research confirmed:

- Students who were educated with challenge-based gamification raised their performance by up to 89.45% compared to those who only received lectures *(https://www.sciencedirect.com/science/article/pii/S1071581920300987 ).*
- 67% of students found gamified learning more motivating and engaging than traditional courses *(https://www.intuition.com/learning-via-gamification-latest-data-stats-trends/)*

The Katsjiengville® business simulation game is a live interactive business simulation game where the consequences of business decisions can be measured in financial performance. The delegate will experience the following business challenges during this games: Strategy formulation and execution, capacity planning, customer profitability, short term decisions with long term consequences, understanding customer preferences, the efficient management of your resources, capital management, risk management, investing for the future and community involvement.




**Module 2: Exposure to Business Analysis methodologies based on the "IMPACT Cultivating Financial Performance" diagram**

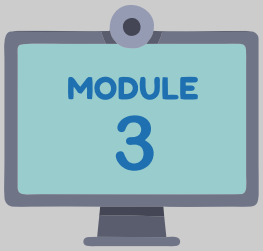



(*) To cultivate isn't just to grow something. It's to prepare and work for its growth and tend to it as it grows.

**We provide guidance regarding the methodologies and concepts that can assist the delegate to optimise the financial performance of his area of responsibility by utilising our unique "IMPACT Business Assessment Framework". We indicate how to utilise these concepts in their analytical role.**

**We expose the delegates to the following topics:**

- **Under the Scoreboard theme:** Financial results and financial ratios.
- **Under the Strategic set-up theme:** The impact of the Economic Cycle on financial results, The Strategy Dynamics concept, The Financial Leverage concept, Customer Profitability & The Productivity Accounting concept
- **Under the Operational Set-up theme:** Strategy Execution and Operational Efficiencies
- **Under the Sustainability theme:** Building a sustainable business




**Module 3: Internalisation and adoption**

Robust and challenging discussions in the context of the above-mentioned topics will guide the delegates in applying these topics in their own environment and identify opportunities to optimise financial contribution. These optimisation ideas will be documented and communicated as part of the feedback report.

## REFERENCES:

Examples of feedback from delegates based on similar analytical skills courses.

"I will recommend this course a thousand times over. People, like myself, lack the guidance and insight this course provides. This has been the best time spent in my career to date. I walk away with renewed energy and a lot more confidence."

"I'm walking out with a powerful toolkit and a lot of knowledge, understanding and awareness. The course was an amazing all-round experience."

"The course took years of theoretical knowledge and make it practical to apply in my business context."

## Ready to 'create' the pictures?

**Contact us to find out more:**

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