

Telecoms & Tech Academy

Finance For Telecoms Professionals



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More than ever in today's business environment, management decisions made at all levels of a telecoms business need to be based upon a sound understanding of the financial implications to the business, key business drivers and measurements and the importance of justifying Return on Investment.

This programme will familiarise you with the key concepts of finance and accounting in a telecoms environment and help you develop and measure KPIs and business optimization with more confidence. Straight-forward and no-nonsense, participants will learn practical financial skills that will help them make better management decisions and enable them to get straight to the heart of the key financial issues; demystify financial information and give them complete confidence and control when making financial decisions.

You will understand the implications of the balance sheet, cash flow and income statement, and develop your team's understanding of how their decisions affect the organisation's financial performance. You will link to business strategies and tactics throughout, including the adoption of new technologies and business models, such as those driven by 4G LTE and 5G.

You will benchmark the most important telecoms KPIs, including your organisation's key financial ratios centred on EBITDA, cash and profit, against the top 40 operators to understand the options for improving financial performance. You will be in a stronger position to analyse your results and those of your competitors.

You will learn to champion the cause of cost control and improving profits by establishing clear financial goals, and by quickly and consistently implementing and effectively measuring financial KPIs. You will be able to better manage cash flow and profit and develop forecasts.



PROGRAMME FORMAT

Live online delivery

A highly interactive 2-day programme that allows participants to directly apply the lessons to their own organisations. The course is informed by Omdia, the global research leader and the Omdia specialist analyst team. The course will be a combination of:

- Highly interactive delivery style
 - Very experienced and highly focused Finance trainers specialising in the telecoms industry
 - Case studies
- Class dynamics moulded to facilitate maximum learning opportunity
 - Application
 - Discussions

Optional Testing

Live online delivery: we set up a number of questions and scenarios for participants to complete prior to the course, then set them the same questions afterwards to see how their approach to the answers had changed.

“The Instructors were fabulous! Clear and precise content.”

Digicel

FLEXIBLE DELIVERY

The programme is fully customised and you can choose the modules and delivery formats that best suit your business and your team’s learning and development needs.

Get in touch to find out more
telecomsacademygroups@informa.com

LEARNING OUTCOMES

Benefits to the participant:

- Critically examine and interpret key financial information including measuring the impact of operational and marketing activities and establishing the return on investment of business boardroom presentations - including large strategic technology-based projects (e.g. 4G LTE/5G deployment)
- Confidently assess return on investment for potential capital and operational expenditures, and understand the key use of cash flow analysis, revenue and capital budgets to optimise your use of working capital and how to reconcile financial statements
- Appreciate the human aspect of budgeting and analyse variances in budgets and take remedial action to better manage your own budget, staff and project resources including budget reconciliations.

- Distinguish between short-term and long-term financial decisions and enhance your decision-making skills by integrating financial management concepts into your thinking
- Assess cash-flow, sunken costs and profit and how they are managed - developing forecasts and monitoring of costs that improve revenues, cost control and ROI
- Prepare financial analyses for business plans, new projects and boardroom presentations - including large strategic technology-based projects (e.g. 4G LTE/5G deployment)
- Prepare, perform and present more confidently in a financial environment
- Contribute to decisions on technology implementation and procurement that are commercially viable, minimise risk, and are in line with the strategy and goals of the wider organization.

Benefits to the organisation:

- Organisational alignment, accountability, and a results orientation are stressed in each session.
- All interventions are hands-on working sessions designed to create not theory, but practical, business building plans and skills that will have an immediate and positive effect on your business with a tangible return on investment.

WHO IS IT FOR?

The programme can be customised based on the job function and level of experience of the attendees.



Programme content

EXAMPLE AGENDA

Day 1

Introductions
The nature and purpose of accounts
Understanding the basics
Understanding budgets
Case study/exercise financial analysis, reconciliations

Day 2

Recap Day 1
The Basics: Interpreting Financial Information
Financial Strategy & Intelligence
Advanced Telecoms Finance
Case Study/Exercise

THE NATURE AND PURPOSE OF ACCOUNTING

- What are the common misconceptions that hinder the understanding of business finance?
- How can finance measure the success of business strategies?
- The position of management controller and his role as business partner?
- Appreciate the need for accounting reconciliations and how this might be most efficiently managed

UNDERSTANDING THE BASICS

- Articulate how a company is financially structured.
- Discuss the difference between the Balance Sheet and the Profit & Loss or Income Statement.
- Understand the role of the Cash Flow Statement.
- Identify the 5 elements of the Balance Sheet, the 3 elements of the Cash Flow Statement and the key elements of the Income Statement.
- Be able to examine a company's profitability.
- Understand how efficiency and profitability drive return on investment
- Discuss the role that debt plays in a company's performance.
- Articulate the importance of working capital and apply ratio analysis to assess whether a business has liquidity problems.
- Be able to read and interpret the World Telecoms Financial Benchmarks.

UNDERSTANDING BUDGETS

- Enhance your decision-making skills by integrating financial management concepts into your thinking.
- Understand the budgeting process and forecasting techniques.
- Teach and motivate your team to manage your own budget better.
- Budget profiles as a control tool - taking control of the costs.
- Manage budget variances and be able to reconcile differences
- New ideas for managing budgets in a changing and unpredictable environment.
- Establish clear goals, quickly and consistently implement and effectively measure and understand your financial results.

INTERPRETING FINANCIAL INFORMATION

- Critically examine a set of accounts – preferably your own management accounts.
- Distinguish between the key ratios needed for comparative financial assessment of a business
- Using financial information as a management tool
- Optimising working capital for your organization
- Teaching and calculating your key financial measures as a Key Performance Improvement tool
- Discussing how you recognize revenue
- Calculating your profitability, leverage, liquidity and efficiency ratios
- Calculating your competitor's profitability, leverage, liquidity, and efficiency ratios

FINANCIAL STRATEGY & INTELLIGENCE

- Assessing Stakeholder value - Return on investment and return on capital employed and evaluating the cost vs benefit of long- and short-term capital decisions
- Presenting proposals motivating Capital Investment
- Evaluating Gross Margins, Cash flow and creating a profitability roadmap
- Leveraging Cost – Volume – Profit analysis
- Evaluating Project costing and the influence of sunken costs

ADVANCED TELECOMS FINANCE

- Assessing Stakeholder value - Return on investment and return on capital employed and evaluating the cost vs benefit of long- and short-term capital decisions
- Presenting proposals motivating Capital Investment
- Evaluating Gross Margins, Cash flow and creating a profitability roadmap
- Leveraging Cost – Volume – Profit analysis
- Evaluating Project costing and the influence of sunken costs

Telecoms & Tech Academy

Informa Telecoms & Tech Academy, part of Informa Tech, has been providing training programmes and workshops for organisations within the telecoms/ICT space for the past 20+ years.

We have a wide portfolio of telecoms/technology/ICT specific programmes. We take time to understand your requirements, you'll work with our specialist training team to ensure that we deliver your perfect training programme for your business. Our programmes include the latest relevant market research, analysis and insights from Omdia – the biggest research organisation in the industry. We train right across an organisation.

Job Functions include:

- CxO
- Director
- Senior Manager
- Middle Manager
- Identified Talent
- Enterprise Sales
- Retail Sales
- Technology Teams
- Supporting Functions (Finance, HR, Marketing, Operations)

32,000+

Industry professionals trained

520+

Global enterprise clients

50+

Specialist trainers



Trusted in-company training provider across the tech and telecoms ecosystem



Digicel



Microsoft



ooredoo

STC
الاتصالات السعودية

vodafone

Get in touch with our Training team now to find out more telecomsacademygroups@informa.com