

Telecoms & Tech Academy

SCHOOL OF TELECOMS
& TECH BUSINESS

COURSE DESCRIPTION FINANCE SKILLS FOR THE TELECOMS PROFESSIONAL

Format:
Classroom

Duration:
2 Days

**KNect365
Learning**

an informa business

COURSE SUMMARY

HIGHLIGHTS

- **Highly focused and in-depth training from the experts - including relevant updates from Informa's extensive research team**
- **Trainers and programme directors that are experts, industry experienced, and highly accomplished training professionals**
- **Training outcomes and competency development designed to meet your specific requirements**



“First finance training course that was really interesting and useful.”

AT, TELENOR

COURSE SUMMARY

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 workshop will familiarize you with the key concepts of finance and accounting in a telecoms environment and help you develop and measure KPI's and business optimization with more confidence. Straight forward and no-nonsense - in just two days of intensive training, 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 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. 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 in order to understand the options for improving financial performance. You will be in a stronger position to analyse your own 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.

OUTCOMES & COMPETENCY DEVELOPMENT

Participants will develop or be able to:

- 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 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.
- 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.
- 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 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 in line with the strategy and goals of the wider organization.

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Book over the phone
+44 (0)20 7017 4144

Book via email
training@telecomstechacademy.com

COURSE CONTENTS

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 ?

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.

- 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

OUR TRAINING SERVICES

TELECOMS & TECH ACADEMY STRUCTURE

Our training programmes are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers. The programmes cover a wide range of competency development requirements.

To ensure we meet the training needs of the industry as effectively as possible, we operate three schools:

School of Telecoms & Tech Business

Business training tailored to the telecoms industry, ranging from the intensive 5-day Telecoms Mini MBA to specialist leadership and marketing training.

School of Advanced Communication Technologies

Covering a multitude of technologies, these courses range from overviews aimed at nontechnical staff to in-depth engineering training.

Distance Learning

Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand knowledge and build confidence.

OUR TRAINERS

We only use trainers and programme directors that satisfy the following three criteria:

- Experts in their field
- High level of Industry Experience
- Expert facilitators and training professionals.

All our trainers have undergone a rigorous selection process and are subject to continuous monitoring and evaluation. Each trainer is accredited for specific courses or topic areas. Whether engineers or business experts, all our trainers are required to continue their own development within their specialist areas, and to broaden their Industry view of trends, best practice and technology.

This is achieved by our on-going work with many tier 1 operators and vendors, and by full exposure to Ovum research and KNet 365 TMT worldwide events.

UNIVERSITY ACCREDITATION

Some of our programmes have been accredited by the University of Derby Corporate; a UK-based university highly acclaimed in the area of employer engagement. They are at the forefront of the drive to integrate highly focused industry-led training with the academic rigor and quality control of university-based education. Our comprehensive Advanced Telecoms Management Series have been accredited Post-Graduate Level, with our extensive suite of Distance Learning at Undergraduate Level)

We would be happy to discuss extending accreditation to tailored ATMS or programmes based on our Distance Learning modules. Although accreditation is specific to these programmes, the work we do with the University of Derby enable us to develop and apply best practice across our portfolio.

CUSTOMISED IN-HOUSE TRAINING

Telecoms & Tech Academy has worked with countless companies to deliver customised training 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.

A customised training programme from Telecoms & Tech Academy ensures you get a course that precisely matches your organisation's needs, presented by a first-rate training organisation, with access to all the latest industry research and analysis.

WHY CHOOSE IN-HOUSE TRAINING FROM TELECOMS & TECH ACADEMY?

- Content can be customised to focus on the issues you want – work with us to develop the training course to match the exact needs.
- Unique industry research – from Ovum's team of industry leading analysts
- Expert trainers – our team of versatile trainers have the knowledge and experience to deliver a highly effective learning experience
- The most efficient way to train your staff – at the time and location to minimise disruption
- Flexible delivery options – with a range of instructor led, distance learning and virtual classroom formats available you can build a blended solution to maximise training effectiveness over the long term
- Pre and post course assessment – can be included in programmes to measure competencies and check on the required progress.

Contact us to discuss how we can build your perfect programme.



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