

Finance for Telecoms Professionals - 2 days

Develop an understanding of financial documents and be able to interpret financial documents to take real action in real-time for events you might not have foreseen otherwise.

CONTENT

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 course 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. Straightforward 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 organization'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 organization's key financial ratios centered 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 analyze 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.

NOTE: This course is not delivered with the FoldOut methodology.

WHO IS IT FOR?

C-level executives across the organization

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 optimize your use of working capital and how to reconcile financial statements
- Appreciate the human aspect of budgeting and analyze 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, minimize risk, and are in line with the strategy and goals of the wider organization.

BENEFITS TO THE ORGANIZATION:

- Organizational 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.

COURSE OUTLINE

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
- Optimizing 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

Advanced Telecoms 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