FINANCIAL INTELLIGENCE FOR THE NON FINANCE PROFESSIONAL

Transform Financial Complexity into Strategic Excellence

KEY LEARNING OUTCOMES

- Master the fundamentals of financial statements and their interpretation for decision-making
- Develop proficiency in budgeting and forecasting techniques for effective resource management
- Learn to evaluate business performance using key financial metrics and ratios
- Understand working capital management and its impact on business operations
- Apply cost management principles to improve departmental efficiency
- Gain confidence in financial discussions and presentations with stakeholders
- Connect operational decisions to financial outcomes
- Develop skills to detect early warning signs in financial reports
- Create and manage budgets effectively
- Evaluate investment decisions using fundamental financial tools
- Understand the impact of operational decisions on profitability
- Master essential financial terminology and concepts for business communication

COURSE DIRECTOR

CHAN CHEE KENG

- *Fellow, Life Management Institute (USA)*
- *Chartered Management Accountant (UK)*

WHO SHOULD ATTEND?

- Department Heads and Team Leaders
- Project and Programme Managers
- Sales and Marketing Professionals
- Operations and Production Managers
- HR Professionals
- Engineers and Technical Managers
- Business Development Managers

MAXIMISE LEARNING IMPACT

Exclusive 2 + 1 Offer !

Transform your organisation's financial capabilities with our exclusive team offer. Register three participants from your organisation and pay for only two !

HRDCORP CLAIMABLE

14 & 15 September 2026
The AC Hotel by Marriott, Kuala Lumpur.

www.ipraxis.asia

iPraxis

In today's dynamic business environment, financial literacy has become an indispensable skill for professionals across all functions. According to a recent McKinsey Global Survey, 78% of business leaders consider financial acumen a critical skill for career advancement, with 83% citing it as a key factor in promotion decisions. In Malaysia, a 2023 Bank Negara study revealed that 65% of middle managers struggle with financial decision-making in their roles, highlighting the urgent need for practical financial training.

This intensive two-day programme transforms complex financial concepts into practical business tools, enabling you to make informed decisions and contribute strategically to your organisation's success. Through real-world case studies, interactive exercises, and practical applications, you'll gain the confidence to navigate financial discussions, understand performance metrics, and drive business value.

What sets this programme apart is its focus on immediate practical application. You'll learn how to read between the lines of financial statements, master the art of budget negotiations, and develop strategic insights that add value to your organisation. The course is specifically designed for busy professionals, breaking down complex financial concepts into digestible, actionable knowledge that you can apply from day one.

Whether you're involved in operational decision-making, departmental budgeting, or strategic planning, this programme will equip you with the essential financial tools and confidence to excel in your role.

YOUR COURSE DIRECTOR

CHAN CHEE KENG (KEN CHAN)

- *Fellow, Life Management Institute (USA)*
- *Chartered Management Accountant (UK)*

Ken Chan brings over three decades of senior leadership experience in financial services to this programme. As a master trainer for the Financial Sector Talent Enrichment Programme (FSTEP) and commercial mentor for MDEC, Ken excels at translating complex financial concepts into practical, actionable insights that drive business success.

His unique approach combines deep financial expertise with real-world business experience, ensuring participants gain both theoretical understanding and practical application skills.

His extensive experience includes:

- Training over 1,000 professionals at leading organisations including SHELL, HSBC, EPF, and PROTON
- Leading billion-ringgit corporate debt restructuring projects
- Implementing successful cost optimisation strategies across major financial institutions
- Developing and delivering comprehensive finance training programmes for multinational corporations
- Spearheading financial literacy initiatives that have transformed business performance across various industries

As former Head of Equities Research & Risk at Citibank and SVP Operations at Great Eastern, Ken brings invaluable insights from both banking and insurance sectors. His experience in credit evaluation, risk management, and strategic financial planning adds practical depth to the training programme. Ken's multicultural training experience spans more than 30 countries in Asia and Europe, enabling him to bring a global perspective while maintaining local relevance.

Ken's practical approach ensures that complex financial concepts are translated into tools that participants can immediately apply in their roles. His teaching methodology, refined through years of corporate training, focuses on making financial concepts accessible and actionable for non-finance professionals.

TRAINING AGENDA

Financial Intelligence Fundamentals

- Understanding the business ecosystem and financial flows
- Essential financial terminology for non-finance professionals
- Connecting operational decisions to financial outcomes
- OPEX vs CAPEX fundamentals and their business impact
- Mapping your department's financial impact

Mastering Financial Statements

- Understanding the structure and purpose of key financial statements
- Understanding and interpreting EBITDA for business performance
- Identifying red flags in financial statements
- Quick ratio analysis for decision-making
- Interpreting company statements

Practical Budgeting

- Understanding your role in the budgeting process
- Creating compelling budget requests
- Managing departmental budgets effectively
- Simple variance analysis techniques
- Building and defending your budget

Cost Management

- Understanding different types of costs
- Simple break-even analysis for projects
- Balancing cost-cutting with value creation
- Identifying cost-saving opportunities

Working Capital & Cash Flow

- Understanding why cash matters more than profit
- Strategic working capital management
- Working capital diagnostics and optimisation strategies
- Practical cash flow forecasting
- Working capital metrics and industry benchmarks
- Improving operational cash flow

Financial Analysis

- Key performance indicators and metrics
- Ratio analysis for decision making
- Identifying trends and patterns in financial data

Investment Decisions

- Basic investment analysis tools
- Simple payback and ROI calculations
- Risk assessment fundamentals
- Creating compelling business cases
- Presenting investment proposals
- Evaluating real investment scenarios

Strategic Financial Management

- Linking departmental goals to company financials
- Value creation in your role
- Basic risk management principles
- Strategic decision-making framework
- Successful strategy implementation
- Creating your action plan

Conclusion

- Training review
- Q & A
- Feedback and Wrap-up

14 & 15 SEPTEMBER 2026
The AC Hotel by Marriott, Kuala Lumpur.

PARTICIPANT DETAILS

Please photocopy this form for more delegates

PARTICIPANT 1 :

Name :

Position :

Mobile :

Email :

PARTICIPANT 2 :

Name :

Position :

Mobile :

Email :

AUTHORISING MANAGER :

Name :

Position :

Tel :

Email :

Organisation :

Address :

Date :

Signature :

COURSE FEE

☐ **US$540.00 nett / participant – International**

☐ **RM2100.00 nett / participant – Malaysia**

Please Note:

1. Course Fees include attendance, course notes, lunches, refreshments, certificate and applicable taxes.
2. Full payment must be received before the start of the course.
3. For groups of 5 or more participants, please contact us.

PAYMENT METHOD

Payment can be made by cheque or bank transfer.
Please make payment to:

iPraxis Sdn. Bhd.

Bank	:	Maybank Berhad
Bank Branch	:	Damansara Utama
Account No	:	5141-9634-9635
Swift Code	:	MBBEMYKL
Bank Address	:	66, Jalan SS 21/35, Damansara Utama, 47400 Petaling Jaya, Selangor, Malaysia.

GENERAL TERMS & CONDITIONS

1. **Substitutions** are welcome. Kindly notify us at least 2 working days prior to the programme.
2. **Cancellations** will be refunded in full minus a RM250.00 administrative charge provided the cancellation is done in writing at least 7 working days prior to the programme. Cancellations done less than 7 working days prior to the programme will not be eligible for any refunds and will carry a 100% liability.
3. **Advertised package -** While every reasonable effort will be made to adhere to the advertised package, please note that the content, speaker and venue were confirmed at the time of publishing. Circumstances beyond our control may necessitate an alteration to the same. As such we reserve the right to alter or modify the advertised package if required.
4. **Postponement & Cancellation -** If the programme has to be cancelled or postponed by us for any reason, we will issue refunds in full for all payments received without any deductions whatsoever.
5. **Liability -** We will not be liable for any loss or damage suffered by the client as a result of a substitution, alteration, cancellation or postponement of the programme.
6. **Database -** Upon receipt of this registration form, we assume that you are giving us your consent to store your details and use it for future marketing efforts. If you do not wish to be included in our database, kindly notify us.
7. **Copyright and Intellectual Property -** The content, format and delivery of the programme constitute our intellectual property and copyright. Unauthorised redistribution or reproduction of part or all will be actionable by law.

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