

Program Schedule

Financial Intelligence: Fundamentals for Non-Finance Leaders

This in-person program will utilize interactive and active learning pedagogies throughout. Faculty take full advantage of the in-person format and maximize participant interactions and discussions, learning not only from the instructors but from one another. Program schedule is subject to change.

Day 1

8:00 - 8:30 a.m.	Registration and check-in
8:30 - 9:00 a.m.	Introductions and Course Overview
9:00 - 10:30 a.m.	Future of Finance, and What Makes a Good Business Partner? <ul style="list-style-type: none">• Review pre-work and how it applies at your company• Tailor specific talking points for improving finance connections within your company
10:30 - 10:45 a.m.	Break
10:45 a.m. - Noon	What does it Mean to “Create Value”? <ul style="list-style-type: none">• What key drivers have been shown to improve company shareholder return over time?• How does finance create and track value creation?
Noon - 2:00 p.m.	Lunch and Ohio Stadium “The Shoe” Tour
2:00 - 3:30 p.m.	Understanding the 3 Financial Statements from a Managerial Point of View <ul style="list-style-type: none">• How do decisions impact key accounts, how are they linked, and what accounts can impact key decisions?• How can the financials tell a story?
3:30 - 4:00 p.m.	Break
4:00 - 5:30 p.m.	Making Better and Faster Decisions with Business Cases/Projects <ul style="list-style-type: none">• Why do interest rates and timing matter?• Linking Income Statement and Cash Flow to Tools (NPV, IRR, Payback) for Faster/Better Decisions• How to identify and improve key assumptions (price, cost, capacity, etc.)

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Day 2

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| 7:30 - 8:30 a.m. | Breakfast |
| 8:30 - 11:00 a.m. | <p>NPV and Working Capital Project Competition</p> <ul style="list-style-type: none">• Leveraging day 1 concepts, teams run a company for 10 years, with multiple business decisions that need to be made over that time span• Debrief what worked well and why working capital is so important (especially for companies that may face difficult economic conditions) |
| 11:00 a.m. - 12:30 p.m. | Learn “Best in Class” Budgeting/Forecasting Processes |
| 12:30 - 1:15 p.m. | Lunch |
| 1:15 - 2:00 p.m. | How to Evaluate Opportunities and Risks |
| 2:00 - 2:45 p.m. | <p>How does Finance Create Leading KPIs to Drive Results?</p> <ul style="list-style-type: none">• How to set actionable targets and investments tied to Brand/Division strategic role? |
| 2:45 - 3:00 p.m. | Break |
| 3:00 - 5:00 p.m. | <p>Live case-study on company specific projects submitted ahead</p> <ul style="list-style-type: none">• Working in teams, coaches meet with participants to find ways to solve a financial problem at their specific company, improve processes, use an objective framework to layout a project, build a better budget/forecast, etc. |