

AAMAS Accounting & Finance Webinar Training

What to Expect



Who Should Attend?

In this webinar, you will learn the language of accounting and finance; how to read balance sheets and income statements; how to analyze retained earnings and cash flow statements; how to calculate key financial ratios, and more. The information-packed webinar has been developed following the accelerated learning model of teaching adults. Interactive exercises, relevant examples, and attendee participation reinforce learning and keep the sessions interesting and fun.

Financial and nonfinancial business owners and managers, sales professionals, vice presidents, marketing, or engineering, project managers, assistant accountants or attorneys, human resource managers, and CEOs, in all industries who need a quick overview of the key elements that financial managers address in order to achieve the business goals of their department or company.

Learn How To

- Understand the role of accounting in the overall business process
 - Understand the language of finance and accounting – including assets, liabilities, equity, expense, profit, and cash flow
 - Differentiate between cash- and accrual-based accounting
 - Identify the impact of various transactions on an organization's accounts
 - Read and interpret a company's financial reports to determine its financial health
 - Understand the statement of retained earnings and the cash flow statement
 - Prepare a set of simple financial statements from a set of account balances
 - Know the key financial ratios and how to calculate each to determine liquidity, leverage, and profitability
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About the Facilitators

William R. Kay, MBA is dedicated to helping organizations and individuals enhance their competitiveness, productivity, and technological performance. Mr. Kay specializes in assisting businesses in the quest to improve performance in the areas of strategic planning, finance and accounting, project management, marketing, sales and sales management, and team building following the accelerated learning model for adult learning.

Mr. Kay's professional experience includes over 30 years experience as CEO, CFO, and owner of a major company. For the past 21 years he has been helping major Fortune 500 companies with organizational development and training.

Overview and Comments

Course Overview

- The basic accounting concepts and principles and their impact on financial reporting
 - The four primary financial statements and how they link together
 - The basic accounting process
 - Profit Margins, Asset Turnover, Return on Assets, and Return on Equity
 - Ratio analysis and the Financial Profit Model[®]
 - Annual reports –review and interpretation
 - The value of budgeting skills
 - Cost analysis and profit planning to improve profitability
 - Capital expenditure decision-making
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Major Businesses' Comments

Consumer Products

- [America Honda](#)
- [BIC Corporation](#)
- [PG / Gillette](#)
- [PepsiCo](#)
- [Bayer HealthCare](#)

Utilities

- [Black Hills Energy](#)
- [Florida Power & Light](#)
- [Great Plains Energy](#)
- [Westar Energy](#)
- [US Energy](#)

Conglomerates

- [Siemens](#)
- [General Electric](#)
- [ITT Industries](#)
- [Panasonic](#)

Financial Services

- [Capital One](#)
- [Genworth Financial](#)
- [United Missouri Bank](#)
- [Munich Re America](#)
- [Swiss Re](#)

“I will now be able to analyze financials as they relate to my work.”

“Relating the information to our business gave me a great understanding of where we are in the market.”

“The hands-on exercises allowed us to reinforce learning.”

“Real-life associations –pulling numbers from our company annual report –made the information easier to understand.”

“On a personal level, I will invest my money after carefully calculating a company’s profitability ratio.”

“I really enjoyed this class! Although I’m an engineer and English is a second language, I fully understand this course.”

“I will pay closer attention to the company’s annual reports and apply what I learned to interpret the numbers with a greater understanding.”

“I will take a more positive approach to accounting in regards to budgets, forecasting, tracking, and accruals now that my understanding has been awakened.”

“This course was a great refresher for my MBA degree. I’ll use these concepts with customers.”

“Course material was kept interesting and fun! I would suggest this to others.”

“Everyone had only wonderful things to say about Bill and his method/style of teaching this material. They thoroughly enjoyed this program and are recommending it to many of our employees!”

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System Requirements

For PC users:

- Windows® 7, Vista, 2003 server or XP
- Internet Explorer® 7.0 or newer, Firefox® 3.0 or newer or Chrome 5.0 or newer (JavaScript enabled. Java 1.6 or higher highly recommended.)
- Internet connection with cable modem, DSL or better recommended
- Dual core 2.4GHz CPU or faster with at least 2 GB of RAM recommended

For Mac users:

- Mac OS® X 10.7 (Lion®), Mac OS® X 10.6 (Snow Leopard®) or Mac OS® X 10.5 (Leopard®)
- Safari 3.0 or newer, Firefox® 3.0 or newer or Chrome 5.0 or newer (JavaScript enabled. Java 1.6 or higher highly recommended.)
- Internet connection with cable modem, DSL or better recommended
- Intel processor with 1 GB of RAM or more recommended

To use a microphone and speakers (VoIP):

- A fast broadband connection with 384 kbps or more recommended
- **Microphone and speakers with a USB headset recommended**
(can be purchased at amazon.com)