

program registration

Financial Statements are Your Roadmap to Better Business Decisions: Creating Value for Your Company

Date: May 30, 2013
Location: Illinois CPA Society Education Center
550 W. Jackson, Suite 900, Chicago, IL
CPE Credits: 8 hours
Fields of Study: Taxation - 8 hours
Time: 8:00 AM Registration | 8:30 AM - 5:00 PM Program
Course Code: C41263

FEE: \$495 for Members | \$600 for Non-members.
TOTAL AMOUNT ENCLOSED: \$ _____

COMPLETE THE FOLLOWING: (Please print or attach your business card below)

First Name: _____ Last Name: _____
Title: _____
Company Name: _____
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PLEASE CHECK ONE BOX:

ICPAS Member Non-member

MEMBER I.D. # _____ Are you a CPA? Yes No

METHOD OF PAYMENT (Must be included with registration):

Check (Payable to the Illinois CPA Foundation.)
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TO REGISTER:

MAIL this form to the Illinois CPA Society, 550 W. Jackson, Suite 900, Chicago, IL 60661-5742, or FAX to 312.993.9432, or PHONE 800.993.0393, or ONLINE at www.CCFLinfo.org.

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Financial Statements are Your Roadmap to Better Business Decisions:

Creating Value for Your Company

May 30, 2013
Chicago, Illinois

Leading Expert Instructor:

Marian Powers, PhD

Allen Center for Executive Education, Kellogg School of Management, Northwestern University



ILLINOIS CPA SOCIETY.

8 CPE Credit Hours | www.CCFLinfo.org

Are you using your company's financial statements to drive better business decisions?

Are you measuring the right things to drive success?

Discover how you can enhance your role as a strategic business partner to help your company drive better business decisions through **effective design, analysis, and communication of financial statements**.

Through an experiential approach with real-world examples, you will focus on the critical measures that drive business results, sharpen your analytical skills, and discover strategies to maximize value creation and minimize value destruction.

You are also invited to bring in actual, hypothetical, or competitor financial statements for analysis.

Attend this program, featuring **Marian Powers, PhD, from the faculty of the Allen Center for Executive Education, Kellogg School of Management at Northwestern University**, and discover how you can use your financial statements to make smarter business decisions.

who should attend:

CFOs, Controllers, Finance Directors, Finance VPs, Internal Auditors, Board members with financial reporting oversight and Audit Committee members with financial reporting oversight.

how you will benefit:

- **Assess whether the information you share with decision makers** is really useful.
- Help decision makers learn how to **ask the right questions about the numbers**.
- Understand **how financial statements measure value creation or value destruction**.
- Discover what **strategies you can use to maximize value creation and minimize value destruction**.
- Realize **how setting the measures for bonus plans and executive compensation** drives value creation or value destruction.
- **Improve the effectiveness** of what you are communicating.

program highlights

measuring value creation or destruction

- What does research say are the financial characteristics of high performance companies?
- Is your company using performance measures that align with value creation?
- Analyze what your financial statements are communicating.
- Identify value creation measures – their strengths and weaknesses.
- Discover some keys to increasing corporate valuation.
- Learn value creating strategies for privately, as well as publicly-held companies.

determining what story your cash flow statement communicates

An increasing number of companies provide the statement of cash flows to their managers and decision makers with monthly reports. Failure to provide both a liquidity and profit scorecard may result in poor decision-making and value destruction. Learn from numerous examples, while working in small groups, the story that the cash flow statement tells.

increasing the value of P&L statements

- Are you maximizing the impact and value of the financial reports you prepare?
- Are your non-financial managers correctly interpreting the earnings results?
- Discuss errors companies make in presenting financial information and how to avoid making them.
- Identify selected best practices for reporting profit results to company decision makers.

Here is what your colleagues had to say about this program:

"Marian Powers is an excellent teacher and gave good insight into industry practices."

"One of the best classes I have attended in 25 years. Presenter is energetic and gets great participation from the class."

"Dr. Powers is excellent; I would gladly attend another session with her. She is an engaging speaker and very passionate about finance."

"Terrific presenter, very knowledgeable and energetic."

expert presenter

Marian Powers, PhD



Marian Powers is on the faculty of the Kellogg School of Management's Allen Center for Executive Education at Northwestern University. She specializes in teaching financial reporting and analysis to executives. Since 1987, Marian has designed and delivered customized finance and accounting training for numerous corporations and organizations.

Marian earned her PhD in accounting from the University of Illinois at Urbana. In addition to serving on the accounting faculty of the Kellogg School, Marian has also taught at the University of Illinois at Chicago and The Lake Forest Graduate School of Management.

Dr. Powers also develops and delivers courses for the Center for Corporate Financial Leadership. Her programs include 'Financial Statements are Your Roadmap to Better Business Decisions: Creating Value for Your Company', 'Astute Cash Flow Management: Improving Company Value' and most recently, 'IFRS for SMEs: Private Companies take a Closer Look'.

She is also co-author of several college accounting textbooks and in-depth cases on financial analysis. The Text and Academic Authors Association chose *Financial Accounting* as recipient of the 1998 Textbook Excellence Award and in 2008 Principles of Accounting received the McGuffey Award. Her research has been published in *The Accounting Review*, *The International Journal of Accounting*, *Issues in Accounting Education*, *The Journal of Accountancy*, *The Journal of Business, Finance and Accounting*, *Studies in Managerial and Financial Accounting*, and *Financial Management* among others.

Marian recently served on the Board of Directors of the CPA Endowment Fund of Illinois, Illinois CPA Society and as Board Chair of the Winnetka Community House. Marian has been active in several professional organizations including the American Accounting Association, European Accounting Association, International Association of Accounting Education and Research, the American Society of Women Accountants, and The Education Foundation for Women in Accounting.

marian-powers@kellogg.northwestern.edu
mpowers@needles-powers.com