

# FINANCE PROFESSIONALS STAKEHOLDER ENGAGEMENT & COMMUNICATION WORKSHOP

STRATEGIES TO STRENGTHEN ENGAGEMENT &  
ACHIEVE BUY-IN FOR BUSINESS IMPROVEMENT



29 NOVEMBER 2019

CLIFTONS WELLINGTON

## EXPLORE

- ▶ Address challenges created by operational silos within your organisation
- ▶ Discuss strategies that will reduce costs & maximise efficiency
- ▶ Become a business partner & trusted source of advice
- ▶ Create a value proposition that will drive organisational buy-in
- ▶ Tools & techniques to generate proactive cross-functional communication
- ▶ Foster business acumen & financial awareness across the organisation
- ▶ Establish processes & procedures that will assist in organisational investment decision making
- ▶ Utilise effective communication channels to share critical finance information
- ▶ Grow capability in non-finance employees that will result in more efficient & consistent processes

## EXPERT FACILITATOR



**Gaylene Hughes**  
Director & Business Coach  
JDI Business Coaching

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## ABOUT THE EVENT

For businesses to operate successfully, they must establish a consistent and streamlined finance function. The key to achieving this is engaging effectively with the rest of the organisation on finance matters, often with parties who have very little or no finance knowledge. To be effective in this context, finance professionals need to focus on acquiring and utilising a diverse range of soft and hard technical skills. Overcoming communication barriers is the key to achieving organisational buy-in for business improvement and is a crucial element to achieving stream-lined processes and increased efficiency.

This interactive workshop will provide you with the tools and techniques to embed positive change and drive finance efficiency in your organisation. By exploring different ways to engage internal stakeholders and forming strong cross-functional ties, you can create a system that minimises loss and facilitates business success.

## WHO WILL ATTEND?

- ▶ CFO / Financial Controllers
- ▶ Finance Managers / Directors
- ▶ Management Accountants
- ▶ Financial Accountants
- ▶ Accounts Payable / Receivable
- ▶ Business Intelligence / Reporting
- ▶ Accountants
- ▶ Finance / Business Analysts

## YOUR FACILITATOR

Gaylene has an extremely diverse business and professional background. She has owned and operated her own financial consulting business for over 25 years, working with numerous organisations within both the public, not-for-profit and private sectors. A business coach since 2002, Gaylene has the ability to identify where opportunities lie within a business and to improve its long-term performance, helping to simplify and systemise processes and procedures. Her infectious enthusiasm and passion coupled with her straight forward and warm speaking style are sure to keep you on track.



**Gaylene Hughes**  
Director & Business Coach  
JDI Business Coaching

## STAKEHOLDER ENGAGEMENT & COMMUNICATION FOR FINANCE PROFESSIONALS

### Communicating finance effectively to gain organisational buy-in

- ▶ Create a value proposition - illustrate how accurate use of protocol can drive value and results
- ▶ Establish the importance of efficient finance operations and the link to achieving consistent results
- ▶ Instilling change - gaining senior level advocacy to drive transformation

### Develop a successful finance process to increase efficiency

- ▶ How to identify pitfalls of current practices to assist in reviewing or renewing a finance strategy
- ▶ Controlling expenditure - create comprehensive finance procedures that will drive down cost and improve organisational performance
- ▶ Utilise Financial Management Information Systems (FMIS) and analytics effectively to manage risk and seize opportunities

### Establish cross functional communications to improve finance outcomes

- ▶ Identify tools and techniques that will increase engagement between senior management and finance teams
- ▶ Utilise communication channels to improve the way critical information is delivered, presented and understood
- ▶ Effectively engage and support internal stakeholders during change

### Translating financial procedures and terminology - educating non-finance staff

- ▶ Embedding finance consciousness - improve financial awareness and business acumen of others
- ▶ How to grow capability and efficiency among existing and new employees
- ▶ Communicate major financial terminology and processes in order to improve financial acumen

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