



DATE: **CORPORATE POTENTIAL ASSESSMENT**

Managers need to assess regularly where things are heading.

Opportunities for investment in process improvement arise on a regular basis. There is a need to estimate investment, risk and returns on many projects, some of which may dramatically impact the corporation's long term outlook. Our automated, online documented scenarios provide such a facility, together with an extraordinary learning tool.

Amplios

**A world first in
investment portfolio
risk management**

**Proven software
technology provided
free of charge**

**Can be applied to
40+ industry groups
in 100+ cities**

**Includes market
research +
competitive
intelligence**

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Timing:

CORPORATE FINANCIAL POTENTIAL LONG TERM FUNDAMENTAL ANALYSIS

An introductory briefing

Amplios

Applied Future Studies

INTRODUCTION

This program is an important member of our corporate management performance improvement training and implementation sequence.

In response to the international financial crises, governments are attempting to create conditions whereby corporations have the confidence to invest for the long term. Attention to long-term analysis of corporate financial performance, in particular over 10-15 years, can give pointers to the future winners. In this regard, the corporate investment professional is acting like a sporting industry talent scout, watching high school performances to spot the individuals with outstanding potential. New developments in the power of and access to business intelligence tools are proving to be of immense benefit.

OBJECTIVES

Upon completion of this training program participants will be able to return to their workplaces and:

- Enter corporate financial statements into a fundamental analysis model
- Generate forecast financial statements on a scenario basis
- Present the results of the analysis to their management team

TRAINING METHODOLOGY

We emphasize learning by doing. After explaining the planned outcomes and our path towards achieving them, we communicate the learning messages in small chunks. These are reinforced by brief video examples, case studies from our experience and cases from the participants' experiences. Group exercises using interactive software and audience opinion polls are employed. We take care to avoid information overload.

During the training, we check progress via training effectiveness testing. For this, we employ the Kirkpatrick Model to measure reaction, learning, behavior and results.

IMPACT ON THE ORGANIZATION

The program is designed to have impacts such as:

- Improved understanding of long wave business cycles
- Awareness of the potential for 'creeping crises'
- Understanding of industry investment beta factors
- Improved prediction of corporate collapse

IMPACT ON THE PARTICIPANT

The program is designed to have impacts such as:

- Improved understanding of global business cycles
- Ability to discuss issues in industry trends
- Understanding financial ratio analysis
- Understanding of government financial policy impacts

WHO SHOULD ATTEND?

The program is designed for:

- Senior executives in medium-large corporations
 - Internal audit personnel
 - Private investors
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AGENDA

The program agenda is:

- Introduction to Corporate Potential Analysis
- Step 1: Understanding the past 100 years
- Step 2: The rise and fall of stock markets
- Step 3: The stock market industry groups
- Step 4: Fundamental analysis of stock trends
- Step 5: Corporate collapse prediction
- Step 6: Application to private sector
- Step 7: Application to your company
- Group discussion & hands-on modeling
- Question time.

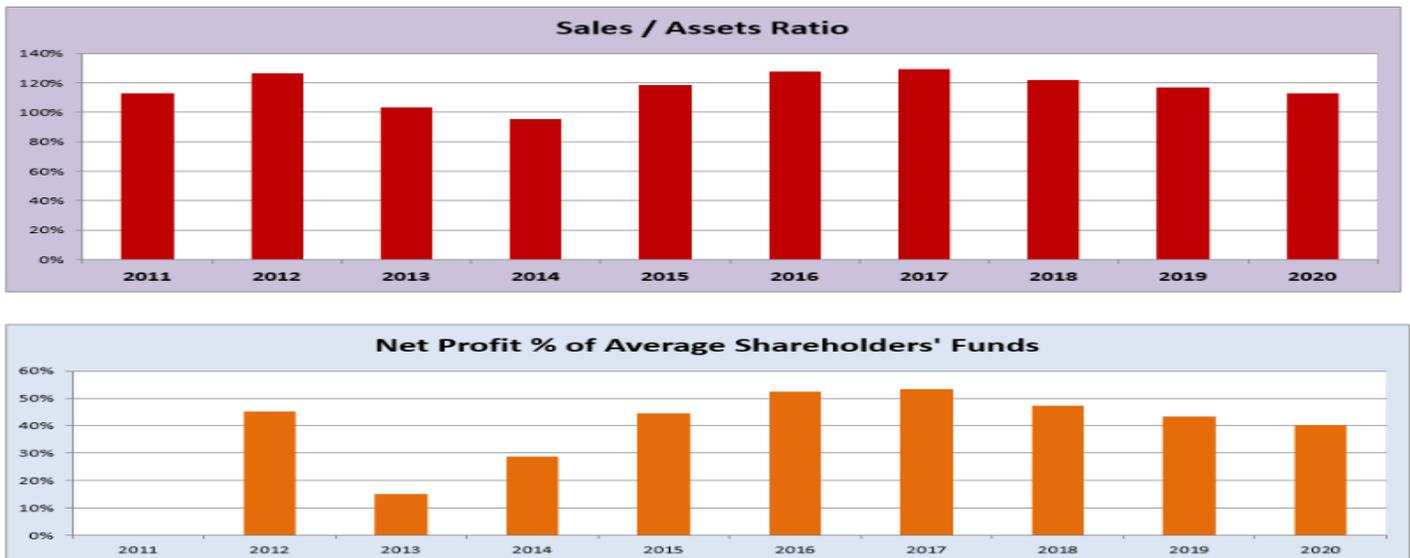
CONTENT EXAMPLES

An example of the content is shown in the graphic below:

AmpliosRisk Company Analyzer

Step 6: Review the Graphs

Review the ratio graphs for commercial reasonableness



FACILITATORS

Our lead program facilitator is Wilson Fyfe. He is supported by our regional training team.