

# KMDC|Wharton

2008 executive series



CREATING  
VALUE  
THROUGH  
STRATEGIC  
FINANCIAL  
MANAGEMENT

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Venue  
Hotel Equatorial, KL

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Date  
16-17 April 2008

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Speaker  
**John R. Percival, PhD**  
Academic Director,  
Adjunct Professor of Finance,  
The Wharton School,  
University of Pennsylvania  
CEO, JRP Associates

## Programme Overview

# Linking Strategy and Financial Management to Maximise Value Creation within Organisations

Creating value is the central task of any manager, but few have a strong enough understanding of financial management required to make strategic decisions in an environment of shrinking markets, hyper-competition and diminishing margins. You need to know where value comes from in your enterprise and understand the strategic factors that build or erode it. Every strategic decision you make has implications for value creation and to understand these strategic implications, you need to gain a deeper understanding of finance.

**Creating Value Through Strategic Financial Management** will help you understand the latest corporate financial policies and practices. Learn that there is more to financial management than just spreadsheets and accounting. Evaluate and question many of your current approaches to financial decisions, and be introduced to new perspectives and techniques that you can take back to your organisation to build a culture of value creation.

### Key Take-aways:

- Learn personally from one of the world's leading experts in financial management
- Network with leaders from leading organisations and businesses in the region
- Prepare effectively for challenges ahead in leadership roles
- Improve the way you approach your business challenges to achieve real results today and for a lifetime

### ■ What You Will Learn

- Be challenged to think about your current approach to financial decisions, and be introduced to new perspectives and approaches
- Demystify the process of creating shareholder value
- Gain techniques to evaluate the financial impact and value of strategic decisions and functions across the organisation
- Acquire strategic tools to manage and implement successful strategies for your mergers and acquisitions

### Real-life Case Studies and Discussion Forums

Explore through real-life case studies how both highly successful and not so successful companies attempt to create shareholder value. There is much to be learnt from both types of companies.

## Faculty

"It's nonsense to say there's a difference between strategy and finance; that's what finance boils down to — good strategy. We hear all these platitudes about how finance people are oriented to the short term and strategy people are looking at the long term. However, if the long term is not profitable, what's the point?"



**John R. Percival, PhD**  
Academic Director,  
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■ John Percival received his BA, MBA, and PhD degrees from the State University of New York at Buffalo. He has been at Wharton since 1971, and has previously held the positions of Assistant Professor, and Associate Director and Associate Vice Dean of the MBA Programme. He has been the Finance Area Coordinator for the Advanced Management Programme, and the Co-Director for the Integrating Finance and Marketing Programme.

John has authored many articles that have appeared in such publications as the *Journal of Financial and Quantitative Analysis*, the *Journal of Economics and Statistics*, the *Journal of Risk and Insurance*, the *Financial Times*, and *Wharton on Emerging Technologies*. He is a member of the American Finance Association and the Financial Management Association, and was recently the recipient of the WEMBA Program Core Teaching Award for Financial Analysis.

John developed the finance module for the Wharton Direct distance-learning programme, and has participated in executive education programmes in universities around the world. He is the lead faculty on Wharton's Creating Value Through Financial Management and The CFO: Becoming a Strategic Partner programmes. John has also developed customised programmes and consulted to organisations globally, including GE Capital, Pitney Bowes, IBM, Fiat, Chubb, Hartford, American Skandia, Sun Life, Siam Cement, Scientific Atlanta, Ford, Bankers Trust, the Federal Trade Commission, the Commonwealth of Pennsylvania, the US Department of Labour, AT&T, Bell South, TRW, Gulf Oil, United Technologies, Ciba Geigy, DuPont, and PricewaterhouseCoopers.

## KMDC|Wharton Executive Series

Be Impacted through Education with  
One of the World's Best



The Wharton School faculty is the world's most published and largest business school faculty with world-class programmes. Wharton's reputation is undisputedly preserved across every major discipline and level of business education. The Wharton alumni network extends around the world with over 82,000 members in 140 countries across all six continents to form an active and powerful global community. Wharton graduates lead the world in all areas of business, government, education, and non-profit organisations.

The Executive Education Series was designed with Wharton and KMDC with the impact of multiple educational approaches to help be a master of change in this era of disruptive uncertainty. Through case studies, interactive lectures, simulations, and peer-to-peer information sharing, you will gain new insights for your every business challenges. The Wharton faculty's depth of experience in real-world issues through their engagement with the global business community, and their strong emphasis on academic research, enables them to draw upon more thought leaders and practitioners than any other business school, bringing a perfect marriage of theory and practice to the classroom.



## Past Successful Wharton Events

KMDC, in partnership with the Wharton School, University of Pennsylvania, launched the Executive Series in March 2005, in Kuala Lumpur. The uniqueness of the series is that it addresses timely issues and current market challenges, as well as encouraging corporate leaders from different industries to apply and experiment with innovative new approaches in order to grow their businesses.

“Very informative and interactive; much input and encouragement to participants.”

GM, Telecommunication Company

“Good value for money. Excellent choice of speaker with high calibre.”

Executive Director, Engineering Company

“I would surely recommend this programme as I believe it would open the mind to new ideas to look outside the box.”

CEO, Insurance Company

### ■ Who Should Attend

Accounting Managers, Business Development Directors, Business Development Managers, Chairmen, CEOs, Chief Financial Officers, Chief Operating Officers, Chief Treasury Officers, Controllers, Corporate Financial Managers, Directors of Finance, Directors of Corporate Business Development, Finance Managers, Financial Analysts, General Managers, Managing Directors, Presidents, Vice Presidents

### ■ Top Participating Companies at the Wharton School, USA

ADP Netherlands, Atofina Chemicals Inc, Bayer, Cablevision Systems Corp, Constar, Delta Energy Services, Deutsche Bank Securities Inc., GE, Merck & Co., Murphy Oil Corporation, Sanofi Aventis, Scottish Power plc, Sharp Corporation, Tata Engineering, The World Bank

Seize this rare opportunity for a personal audience with Professor John Percival, an internationally renowned finance consultant and a highly rated executive programme facilitator.

### ■ Participation Fee:

Standard Price: RM3900 per participant

Early Bird Price: RM3600 per participant (for registration before 18 March 2008)

Fees are inclusive of registration, course materials, refreshments and lunch for the two-day event.

We encourage companies to send cross-functional teams of executives to leverage the application and value of the programme. Please contact us for special group rates for more than three participants.

Participants will be awarded a Certificate of Attendance upon completion of the Programme.

## About KMDC

### ■ Creating Value and Enrichment in Lifelong Learning

KDU Management Development Centre (KMDC) is a workforce transformation and learning solutions provider. KMDC offers innovative learning solutions with emphasis on personal and professional growth for the individual, and integrated management solutions for dynamic organisational change.

KMDC's Executive Learning Network defines our holistic learning approach that is both practical and relevant to business leaders and professionals, enhancing their capabilities through leading edge and high quality executive education and professional development programmes. Our learning network aims to bring professionals, client organisations, partner learning providers and learning members together to promote lasting, rewarding and satisfying learning experiences. Working closely with world-class universities, our cutting-edge programmes offer a transformational experience that goes beyond the framework of theories alone.

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