

# THE FINANCE FUNCTION AS A BUSINESS PARTNER



## STRATEGIC PERFORMANCE MEASUREMENT - STRATEGIC COST AND PROFITABILITY ANALYSIS

The role of the finance function is evolving. To drive value in today's rapidly-changing world, finance professionals must become strategic business partners: sounding boards, communications specialists and analysts, all rolled into one. Making this transition is the most important challenge facing finance teams today – which is what makes this programme essential. It offers a powerful mix of theory and practice, delivered by top academics and industry experts.

### FOR WHOM?

This programme is designed for professionals who are already in, or who are transitioning to, a financial business partnering role. You will be working – or aiming to work – with non-financial professionals to create value in your company. It is also for plant and business controllers who want to sharpen their skillset and take their game to the next level.

### ADDED VALUE FOR YOU AND YOUR ORGANISATION

It's more important than ever for financial strategy to be implemented quickly across the whole business. This is why it's essential that finance associates make the transition from 'controller' to business partner, helping their colleagues across the organisation identify and drive value creation.

You will:

- Learn to track and measure progress as corporate strategy is implemented
- Develop and implement systems for corporate finance management
- Get a toolkit of ready-to-use models and techniques in ABC costing and budgeting
- Develop a business partner mindset that will allow you to drive value creation across your organisation



*Filip helps you to get your whole finance team to add value to the organisation*

# PROGRAMME DESIGN

This intensive, practical four-day programme is designed in 2 key blocks and starts with an introductory webinar.

## BLOCK 1: STRATEGIC PERFORMANCE MANAGEMENT (DAY 1 & 2)

- The performance measurement framework
- Budgeting for and measuring business drivers
- Linking organisational structure to financial performance measurement
- Business unit evaluation and incentive schemes
- Strategy mapping and balanced scorecards

## BLOCK 2: STRATEGIC COST AND PROFITABILITY ANALYSIS (DAY 3 & 4)

- Traditional costing systems and performance analysis
- Strategic cost management – the role of activity-based costing
- Time-driven activity-based costing and its impact on capacity
- Cost to serve models for making better marketing and sales decisions

## MEET YOUR FACULTY

- **Prof Filip Roodhooft**

Is Research Dean at Vlerick Business School and the programme's director. He is passionate about demonstrating the ways in which accounting information can be used to encourage better decision making and better implementation of strategy. This, he says, is when the finance function truly becomes a business partner to the rest of the organisation.

- **Prof Kristof Stouthuysen**

Is Associate Professor of Accountancy and Management and has a special interest in strategy mapping and scorecards, budgeting, cost-to-serve, total cost-of-ownership, strategic supplier selection, customer lifetime valuation and international financial reporting. His latest focus has been on the role of artificial intelligence (AI) and machine learning in the finance environment.

## APPLY NOW!

**PLEASE VISIT  
[WWW.VLERICK.COM/  
FINANCEFUNCTION](http://WWW.VLERICK.COM/FINANCEFUNCTION)**

# PRACTICAL INFO

## REGISTRATION

Action! Register online.

Questions? Please contact:

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## YOUR CERTIFICATE

If you take part in one of our programmes, you are entitled to a certificate from Vlerick Business School.

## CANCELLATION

Consult our cancellation conditions at:

[www.vlerick.com/conditions](http://www.vlerick.com/conditions)

## WE ARE HERE FOR YOU



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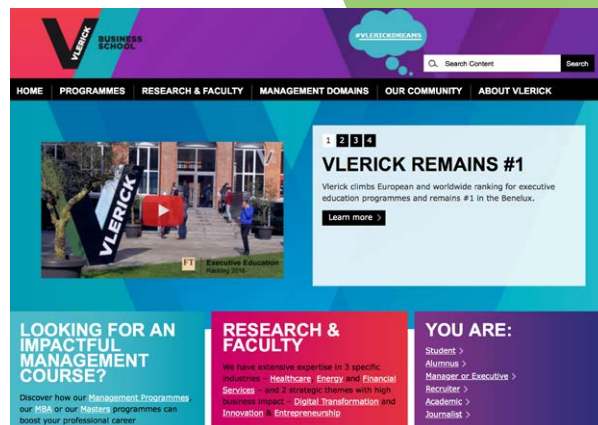
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## ONLINE REGISTRATION: QUICK & EASY!



Register online via:

**[WWW.VLERICK.COM/  
ACCOUNTING-FINANCE](http://WWW.VLERICK.COM/ACCOUNTING-FINANCE)**

## FINANCIAL BENEFITS FOR YOU?

- Special reduction of 10% for gold and platinum members of Vlerick Alumni
- KMO Portefeuille and other governmental subsidies
- Vlerick Social Profit Grants for not-for-profit organisations

You'll find more info at: [www.vlerick.com/benefits](http://www.vlerick.com/benefits)