Key Learning Outcomes

After attending this one-day program, you will enhance your ability to:

- Understand why managing for value matters
- Manage financial expectations
- Understand how to manage value
- Understand value-based strategies
- Identify and manage key value drivers
- Make financial decisions that drive value straight to your organization’s bottom line
- Determine the best capital investment opportunities for your organization
- Determine sustainable growth strategies for your organization

Who Should Attend

Executives involved in or responsible for strategic decisions for their firm and the financial impact of those decisions. CEO’s, COO’s, division and business unit heads, and executives responsible for the areas of finance, strategy, and business development are encouraged to attend. This is an excellent follow-up program for managers who attend Financial Data: How to Improve Decision-Making.

Program Fee

$975 - includes tuition for one-day program, meals and materials

*Register for both Creating Value through Financial Management and Financial Data: How to Improve Decision-Making and receive a special combined program fee. Call our office for details (800) 356-5705 x71005.
Dr. Michael Mazzeo is an associate professor of finance and serves as Dean of Undergraduate Programs for The Eli Broad College of Business at Michigan State University. He teaches financial decision making to our on-campus MBA students as well as in the Executive MBA and Weekend MBA programs. His former students are employed by dozens of Fortune 500 companies.

Dr. Mazzeo is the 1992, 1993, 1994, 1995, 1997, and 2001 recipient of the Faculty Excellence Award given by the students of the Executive MBA program. In addition, the students of the Weekend MBA program honored him with the Excellence in Teaching Award in 1997. He is listed in Business Week: Guide to the Best Business Schools, Fourth Edition, as the top rated professor on the Broad School faculty.

Dr. Mazzeo has taught in numerous open-enrollment and customized executive education programs at companies and organizations across the world including Dow, Kellogg, Collins & Aikman, the Institute of Management Accountants, and Lear Corporation.

“Excellent program — helped me better understand management decisions and how to increase value for the company.”

“Great class, great presenter!”

“Everybody should take this seminar! Excellent!”

Related Program:
Financial Data: How to Improve Decision-Making
- March 15, 2004 (Troy)
- June 3, 2004 (Lansing)
- October 13, 2004 (Lansing)

Program Schedule

Morning
8:30-8:45 Welcome & Introduction
8:45-9:30 Why a Value-Based Focus is Necessary
   Case study; review and discussion
   Managing market expectations
   Managing for total shareholder returns
   Examples of successful firms
9:30-12:00 Value Based Strategies
   How to be a value-based manager
   Understanding what are value-based strategies
   Identifying and managing key value drivers
   Measuring performance
   How value based strategies lead to bottom line results
12:00-1:00 Lunch

Afternoon
1:00-2:30 Managing Growth
   Linking growth with financial resources
   Financial implications of a growth strategy
   What is the sustainable growth rate for an organization
2:30-3:00 Project Evaluation
   Linking the firm’s value strategy
   to project evaluation
   Performance measures in project evaluations
3:00-4:30 Value Creation
   Case study; review and discussion
4:30-5:00 Applications: Identify Your Value Drivers

Creating Value through Financial Management
(Please select preferred date choice)
- March 16, 2004 (Troy, Management Education Center)
- June 4, 2004 (Lansing, James B. Henry Center for Executive Development)
- October 14, 2004 (Lansing, James B. Henry Center for Executive Development)

$975 — Includes tuition for one-day program, meals and materials

Payment Information: 
- Check
- American Express
- Visa
- MasterCard
- Alternatively, please invoice my company

Advance Registration

Facilities
Lansing, Michigan
The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), and a fitness center/spa, and an on-site 18-hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this program.

Troy, Michigan
The Management Education Center is located in Troy in the heart of rapid business development and expansion. Since its original dedication, the Center’s mission has remained the same — to serve as a resource for the southeast Michigan business community. The Center provides a state-of-the-art and professional environment for meetings and training programs and was voted “Best Place for a Business Conference or Meeting” by the readers of Crain’s Detroit Business.