



**YIELDS**
TRAINING



A consulting and training firm based in Beirut, serving the MENA region. We deliver specialized workshops in finance and accounting both public and in-house as well as reviews for professional certifications.

With over fifty years of cumulative real industry experience, our consultants bring a proven record of achievements; we are not just “career consultants” providing cookie-cutter solutions, we provide practical recommendations.

Our specialized training is delivered by our seasoned trainers. Our trainers have substantial business experience and academic credentials; they disseminate the latest ideas, techniques and methods in their respective areas of expertise.

A boutique firm, Yields LLC is all about customized solutions that best suit your needs.

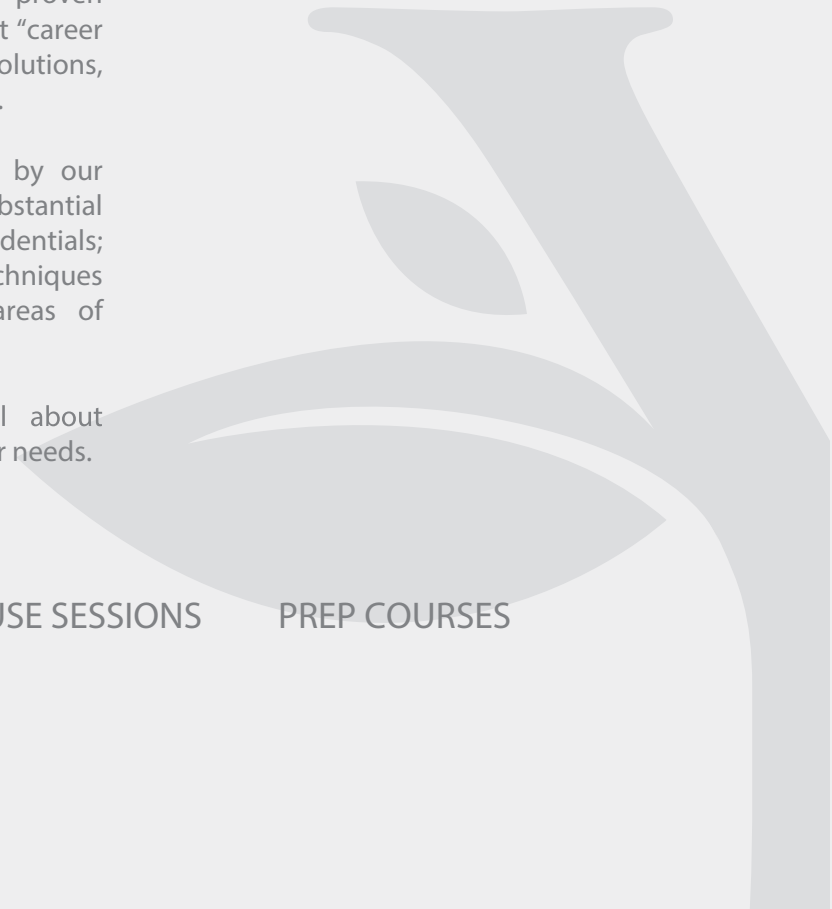
Our primary areas of specialization are:

OPEN WORKSHOPS

IN-HOUSE SESSIONS

PREP COURSES

OVER
FIFTY
YEARS OF REAL
INDUSTRY
EXPERIENCE



SPECIALIZED OPEN WORKSHOP TRAINING

While many companies view training as peripheral to their business success, Yields asserts that vocational training is pivotal to maintaining long term company profitability and sustainability.

With a dynamic and engaging approach, Yields offers specialized open work shop trainings throughout the year administered by seasoned professionals having substantial business experience, each disseminating latest ideas, techniques and methods adopted by the industry, as well as sharing personal experiences in their diverse lines of business practice.

AVAILABLE OPEN WORKSHOPS

- Strategic Planning
- Effective Budgeting
- Advanced Financial Analysis Using Excel
- Financial Modeling and Valuation Techniques
- Managing an Efficient Finance Department
- Optimizing your ERP Implementation
- Cost Accounting
- Finance for Non Finance Executive
- IFRS Update
- Managing For Better Profit

STRATEGIC PLANNING

WORKSHOP HIGHLIGHTS

Successful management includes the ability to Plan. The goal of this workshop is to familiarize corporate managers and decision makers with the components of effective strategy planning, formulation and implementation. Participants will learn to correctly plan and execute sound strategies that add value to the organization.

By attending this workshop participants will be able to:

- Apply strategic thinking
- Define the strategic planning and control process and its main components
- Develop organizational and departmental strategies
- Evaluate and select sound strategies
- Convert a strategic plan to an operating plan
- Understand the foundation of effective strategy implementation

TARGET AUDIENCE

- Chief Executive Officers /GMs
- Chief Financial Officers
- Business Owners
- Directors
- Managers with planning responsibilities

EFFECTIVE BUDGETING

WORKSHOP HIGHLIGHTS

This workshop aims to introduce the budgeting process across an organization. It will cover the budgeting process across all levels of the organization.

In Summary, the budgeting workshop will cover the following points:

- Understanding the overall budgeting process, its role, its advantages and disadvantages
- Developing the guidelines and linking them to the strategy and key performance indicators (KPIs) in the budget
- Developing a master budget and integrate all its components
- Understanding revenue budgeting and the variance analysis
- Understanding capital budgeting and the techniques associated with it
- Explaining the cash budget development and factors affecting it
- Covering other budgeting procedures and controls as it relates to the finance department

TARGET AUDIENCE

- Chief Executive Officers /GMs
- Chief Financial Officers
- Managers with budget responsibilities

ADVANCED FINANCIAL ANALYSIS USING EXCEL

WORKSHOP HIGHLIGHTS

This workshop helps attendees develop skills, tools and techniques required to analyze business decisions. Participants will review the full accounting cycles, the full range of financial statements, and how to properly review all financial data. Participants will learn how to better utilize financial statements, ratios and multiples to value firms and projects and understand capital structure and evaluate impact of dividend policy. A strong focus will be given to ratio and statement analysis as well as the theory to develop critical thinking and analysis capabilities of the attendees.

This training will allow participants to:

- Learn advanced concepts in finance
- Analyze financial statements and interpret findings
- Apply advanced models of company valuation
- Implement ratio analysis in the valuation process
- Understand capital structures and financing options
- Understand impact of dividend policy

TARGET AUDIENCE

- Financial Managers
- Financial Analysts
- Investment Bankers
- Auditors
- Security Analysts
- Portfolio Managers
- Credit Analysts

FINANCIAL MODELING AND VALUATION TECHNIQUES

WORKSHOP HIGHLIGHTS

Throughout the workshop, delegates create a full set of forecasted financial statements. Starting with a blank spreadsheet, delegates examine different scenarios to see how the business performs under stress and how key financial ratios vary under different circumstances.

This training will allow participants to:

- Acquire best practices in financial modeling
- Forecast and interpret balance sheets, cash flow, and income statements
- Optimize the working capital, balance sheet items and financial resources
- Model fixed assets
- Construct and project cash flows
- Gain knowledge of valuation techniques, DCF Valuations, M&A and LBO know-how
- Develop multi-scenario and sensitivity analysis capabilities
- Determine the best debt and capital financing combination
- Design and structure comprehensive financial models and link financial statements
- Attain a high level of spreadsheet mastery and receive ready-to-use MS Excel templates

TARGET AUDIENCE

- Financial analysts
- Chief Executive Officers
- Chief Financial Officers
- Portfolio managers
- Corporate accountants
- Credit analysts
- Corporate finance analysts
- Risk managers
- Management consultants
- Investment bankers
- Strategic planners
- Private equity managers
- Venture capitalists

MANAGING AN EFFICIENT FINANCE DEPARTMENT

WORKSHOP HIGHLIGHTS

This workshop will allow the Heads of Finance to maximize the value added to their functions and thus to their companies. This workshop will go through the details of constructing a finance agenda that impacts the bottom line with emphasis on the execution aspect.

This workshop is conducted in a highly interactive format; it explains best practice solutions while discussing the collective experience of the attendees.

It will cover a wide range of topics including team management, systems, reporting, procedures, fast close, investment decision and cash management.

TARGET AUDIENCE

- Financial managers
- Financial controllers
- Chief accountants

Those with responsibility for producing the financial reports and closing the monthly books; this workshop is of particular benefit to

OPTIMIZING YOUR ERP SYSTEM

WORKSHOP HIGHLIGHTS

Most companies invest major capital in their ERP systems, yet the business landscape is full of examples of companies that have failed to gain the functionality and efficiency from such system.

This workshop aims to provide executives with a better understanding of ERP systems, helping them to select the best system to their organizations and to implement optimization practices that help get the most out of it.

The emphasis in this workshop will be on ERP from a finance and business perspective. This workshop is of particular benefit to managers from companies that are undertaking an ERP systems implementation or those that have issues with their ERP systems and they need to improve or re-implement it.

TARGET AUDIENCE

- CFOs
- Financial controllers
- Accounting managers

COST ACCOUNTING

WORKSHOP HIGHLIGHTS

This workshop will enable the attendees to have better understanding of cost flow through an organization, of cost allocation and applying it in a manufacturing and service environment.

The workshop cover the uses of cost accounting data, responsibility accounting, elements of manufacturing costs, cost flow methods and cost volume profit analysis. It will also cover Activity Based Costing concepts and methodology.

TARGET AUDIENCE

- Accountants
- Analysts
- Accounting managers
- Cost analysts
- Budget analysts
- Auditors
- Operations managers

FINANCE FOR NON-FINANCE EXECUTIVE

WORKSHOP HIGHLIGHTS

This workshop will enable the non- finance executive to understand key financial accounting concepts and how they are applied in organizations, to communicate more effectively with the finance professionals and to achieve a better insight into decision making based on financial impact.

This training will allow participants to:

- Develop a basic understanding of the fundamentals of finance
- Understand the basic accounting model and its limitations
- Develop the ability to understand financial statements
- Utilize management accounting tools for business decision making
- Set financial targets and align them to long term objectives
- Understand different valuation techniques
- Understand capital structure and financing options

TARGET AUDIENCE

- Marketing executives
- Sales executives
- HR executives
- Operations managers

IFRS UPDATE

WORKSHOP HIGHLIGHTS

This workshop will provide delegates with comprehensive understanding of current IFRS standards. Attendees will be able to get up to speed with the latest changes in IFRSs and assess the wider implications for their organization. It will start with an introduction to International Financial Reporting Standards then move to presentation of financial statements, of inventories, of property plant and equipment, of leases and of revenue.

The workshop will cover impairment of assets, provisions, contingent liabilities, contingent assets and intangible assets as well. A general overview of investments in marketable securities, investments in associates and investments in subsidiaries will also be reviewed.

TARGET AUDIENCE

- Accountants
- Auditors
- Finance Managers
- Financial Controllers
- Financial Analysts
- CFOs

MANAGING FOR BETTER PROFIT

WORKSHOP HIGHLIGHTS

Managing for Better Profit workshop is designed to equip professionals with the right tools they need to manage their customers profitably. It will provide them with a better understanding of profitability information to help them make better business decisions and improve the management of customers' relationships.

Candidates will be able to determine the profitability of different customers or segments of customers, devise strategies that add value to the most profitable customers, improve the profitability of less profitable ones, and stop the erosion of profits by money losing ones.

TARGET AUDIENCE

- Business Owners
- Marketing, Sales and HR Executives
- Operations and IT Managers
- Department Heads
- Professionals
- Logistics and Senior Managers

OPTIMAL LEARNING EXPERIENCE



We offer our workshops on an in-house basis and work around your schedule and requirements. Yields is comprised of professional trainers who have solid academic backgrounds and professional experience in their related fields. This enables us to provide the highest quality of services to our clients and the best training and skills development.

Yields in-house training provides a more appropriate approach to meeting your training needs.

Our programs are delivered by business experts specifically to your staff at your chosen location.

OUR IN-HOUSE TRAINING IS

Cost Efficient

Firms are able to benefit from high value training while enjoying group discounts. Time saving resulting from cutting travel costs adds to the benefits.

Convenient

Firms are able to fit the training around their calendar and at a suitable location.

Customizable

Our training could be customized to meet the specific needs and requirements of your organization.

To drive your business forward, we consult you regarding your organization's needs, and work with industry professionals to create a unique training solution that meets your demand. Our classes are limited to a maximum of 18 candidates per class. We are flexible in our pricing strategy and offer different types of discounts.

Yields, with great dedication to higher learning, business professionalism and ethical standards offers enhanced preparatory courses as well as pre-exam intensive review sessions for CFA®, CPA, and CMA candidates around the year.

With an unyielding pursuit of excellence and quality in education, Yields leverages highly professional instructors to deliver superior value to enrolled candidates.



GREAT DEDICATION TO HIGHER LEARNING

CFA

In today's business environment, no designation reflects financial competence and high ethical standards, as does the prestigious CFA® charter.

To help you reach new heights and attain the globally respected charter, Yields offers in-house preparatory courses delivered by the most qualified Instructors in the region, as well as pre-exam intensive drill sessions to make sure you pass the exam on your first attempt!

CPA

The role of a CPA has far outgrown traditional accounting with new and complex disciplines emerging every day. Worldwide, companies recognize the great value a CPA adds to their organization.

To dramatically boost your chances of success, Yields offers in-house preparatory courses twice a year delivered by expert instructors in the field, as well as pre-exam intensive drill sessions to make sure you pass the exam on your first attempt!

CMA

Earning the CMA designation reflects mastery of financial and accounting skills, a high level of competence, and a serious commitment to the business community.

To give you that extra competitive edge, Yields offers in-house preparatory courses twice a year delivered by seasoned instructors, as well as pre-exam intensive drill sessions to make sure you pass the exam on your first attempt!

OUR TEAM

Our seasoned consultants bring years of experience in strategic management, CFO advisory, ERP consultancy and finance function transformation. Our team and trainers have been handpicked for their skills and expertise and are available to deliver courses worldwide.

Samer Katrib, CPA, CMA, leads our team as founder and managing director. Before founding Yields, Mr. Katrib held the position of Group CFO for Ghobash Group. Prior to that, he led the finance functions at both MAK Holding in Lebanon and Abudawood Group in KSA. Mr. Katrib served as senior consultant for Mcgradley and Pullen in Chicago, and as state leader for Waste Management in Louisiana and Texas.

With over fifteen years of financial experience from major groups across the region and in the USA, Samer is a seasoned expert in investment, real estate, consumer goods and service industries.

YIELDS L.L.C.

5th Flr, Berytech Bldg, Damascus Road, Beirut, Lebanon

T (+961) 1 425 325 F (+961) 1 425 075

www.yieldstraining.com