ABOUT US

YOUR SUCCESS IS OUR BUSINESS

Aiming to get the best out of our clients, Simfotix Training believes that our progress shoots out of our clients’ success. We seek to accomplish this mission with cutting-edge research, a modern and rigorous course materials and expert professional trainers.

Simfotix’s training programs are organized and conducted by the global thought leaders as well as leading Industry Professionals. Simfotix’s faculty is a strategically formulated platform of market leaders and researchers, who have mastered their genres of disciplines. They are diligent motivators and inspire the participants with their astounding theories and deliverables. Our faculty includes global thought leaders, industry practitioners, academic professors and expert consultants nationally and internationally in fields of Leadership & Management, Innovation & Strategy, Supply Chain & Operations, Finance & Accounting, Audit & Treasury and various others.

WHO ARE WE?

We help Organizations and individuals achieve results in the areas of Finance, Accounts, Reports, Soft Skills, IT, Human Recourse Management, Sales & Marketing, Management, and Operational Efficiencies

WHAT WE DO?

Our team of experts can help you select the right initiatives, deeply customize our training solutions to fit your world, and excel at delivering your training through our network of top-rated facilitators, who have frontline industry experience.

OUR CAPABILITIES

Our specialty is our ability to precisely meet your training requirements through partnering.

We use a trainer-led approach to develop training materials. This is further integrated with the clients’ need for continual feedback and adjustment to the creation of instructional materials. This approach provides sound decision-making to identify the who-what-when-where-why of training and ensures that training and support materials are developed with maximum efficiency and effectiveness.

Our content development continues through instructional design, subject matter expert review and quality assurance. This comprehensive process allows creation of complete and consistent training packages across delivery modalities including PowerPoints® and interactive training exercises. Our experts can develop blended solutions to meet your employees’ diverse learning styles.

Our training team focuses on the skills, knowledge and abilities required to deliver your business results. We work with you to establish metrics and processes to measure the effectiveness of your learning and development program and identify strengths and opportunities for improvement.

We always focus on the ROI of training for our clients.

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/simfotix
OVERVIEW

We’ve noticed an increase in demand from our clients to organise In-house or Onsite training in a wide range of topics including Management Programs, Soft skills, Advance Excel and other finance related programs.

In-house training is an excellent way for managers to gain information and relevant skills needed for their job role. The courses enclosed in this catalogue could be change as per specific requirements of your business. Simfo continues to modernize its services with new and innovative ways to further assist in skilling and empowering your teams with a quality learning experience.

BENEFITS OF IN-COMPANY TRAINING

- training associated with your business goals
- stronger results: course content is as per requirements of your employees
- a cost-effective solution to your training requirements
- minimal disruption: training is delivered when and where you need it
- effective use of your time: courses are as long as you need them to be with best solution.

OUR METHODOLOGY

Many steps are combined together to make one training a cost effective, clear elevated learning curve, expected ROI, advantageous for future action plans.

- Requirement Gathering & Pre-Training Meeting
- Meeting with Trainer and management
- Pre-Training Assessment
- Training Delivery
- Post Training Assessment
- Post Training Report
- Action Plans
- Follow up session
Courses WE OFFER

FINANCE & AUDIT
- IFRS Master Class - Learn Through Spreadsheets
- Financial Management
- Credit Management & Policies
- Financial Management
- Finance For Non Finance
- Enterprise Risk MANAGEMENT
- Essentials OF Audit
- Trade Finance & LC
- Fraud Prevention & Detection
- Budget Analysis & Forecasting Using Excel
- Risk Based Audit
- Internal Audit & Controls
- Anti Money Laundering
- Credit & Receivable Management
- Building a World Class Finance Function
- Compliance Essentials & Techniques

BANKING & FINANCIAL INSTITUTIONS
- Credit Risk Analysis & Modelling - Using Risk Assessments
- Loan Documentation for RM & Credit Team
- Risk Management & Analysis for Relationship Managers
- Operational Risk Management & for Operation/Backoffice Team
- Credit Risk Awareness, Rating/Scoring & Structuring, Proposals
- Risk Based Audit with Case Study
- Prevention of Banking Fraud Masterclass

HUMAN RESOURCES
- Pro-Active Recruitment Strategies - Hire Productive People
- HR Strategy in Transforming Organizations
- HR Business Partner - Linking People Strategy & Organization
- Talent Acquisition and Succession Planning
- Employee engagement & motivation

LEADERSHIP - STRATEGY & SENIOR MANAGEMENT
- The "Mastering Strategic Thinking" - Lessons from the Leading CEOs
- CFO as Strategic Leader - Making Finance as a Profit Centre
- Developing Executive Leadership
- Integrating Strategy, Planning, Budgeting & Forecasting for Superior Organizational Performance
- Leadership Effectiveness for Managers
- Employee Performance Management using KPIs
- Strategic Direction and Leadership

SOFT SKILLS
- Delivering Customer Service Excellence
- Persuasive Presentation Skills
- Innovative Business Problem Solving - Think out-of-box To Outperform
- Mastering the Art of Negotiation
- Professional Communication Skills
- Emotional Intelligence for High Productivity
- Effective Time & Stress Management - Improve Work Efficiency
- Supervisory and managerial Skills - Efficient Dealing with People
- Motivation & Team Building - Creating High Performance Teams
- Consultative Selling - Stop selling! Let customers buy from you
- Individualism vs. Collectivism – the spirit of Team Work
- The Art of Public Speaking
- Talent Management and Succession planning
- Winning Negotiation Skills
- Business etiquettes and ethics
- Training and development
- Organization’s performance improvement
- Effective Office Management
- Professional Assertiveness & Management Skills

MS EXCEL & IT SKILLS
- Intermediate MS Excel
- Advance MS Excel
- MS Excel for HR Professionals
- Excel VBA Macros for Power Users
- Dashboard Reporting in Excel - Make your own dashboards
- Powerful Presentations with MS PowerPoint
- Outlook Management
- Project Management, Planning & Execution
- PMP Professional Exam Preparation

SUPPLY CHAIN
- Sales & Key Account Management
- Contract Planning, Negotiation and Management
- Procurement & Purchasing Skills
- Warehouse & Logistics Management
Simfotix is privileged proud to organize the Annual CFO Conference 2016 for The Institute of Chartered Accountant of Pakistan (ICAP). In which more than 530 top Finance & Audit professionals participated. This was held in Atlantis The Palm Dubai on September 28, 2016.

**KEY FEATURES**

- Keynote by His Highness Sheikh Nahyan Bin Mubarak Al Nahyan
- International Keynote by Ms Rachel Grimes, Deputy President International Federation of Accountants
- Guest of Honor Ambassador of Islamic Republic of Pakistan to UAE
- Panel Discussions by top leadership of IFAC and GCC Regional CFOs
- Speech & Discussions on VAT Implications in UAE, Corporate Governance etc

[www.icapcfoconferenceme.com](http://www.icapcfoconferenceme.com)
SUCCESSFUL EVENT ON PERFORMANCE MANAGEMENT KPI

This event was attended by Top HR Practitioners, Head of Departments and decision makers on KPI and Performance Management. We invited an authentic speaker on this topic MR Ron Thomas who has a versatile experience of setting KPIs for departments and organizations. About 37+ Organizations from diversified industry sectors attended this high profile event in Dubai and gave overwhelming response.
SECTION

SOFT SKILLS & HUMAN RESOURCE TRAINING
THE ART OF PUBLIC SPEAKING

OVERVIEW
Whether we’re talking in a team meeting or presenting in front of an audience, we all have to speak in public from time to time. Even if you don’t need to make regular presentations, Add to My Personal Learning Plan in front of a group, there are plenty of situations where good public speaking skills can help you advance your career and create opportunities.

KEY MODULES
Detail Modules will be provided on request
• Overcome the fear of public speaking
• Present information with an effective introduction, body and conclusion
• Practice distressing before making a presentation
• Increase participants’ confidence when you deliver a presentation
• Audiences Love You – Capturing Their Interest
• Lifting Our Personal Barriers To Success
• Communications At Its Best – Main Principles, Tools And Techniques
• Taking It To Perfection – Getting The Best Response
• Managing Yourself – The Presenter
• Managing The Audience
• Know how to inform or influence people when making a presentation
• Know how to respond to audiences when asked tough questions

EFFECTIVE COMMUNICATION SKILLS

OVERVIEW
Individual and team success depends upon the ability of individuals to communicate with others, face to face, as well as virtually. Whether presenting one to one or to an audience of one thousand, conveying information to a project team or delivering a difficult message, communicating effectively is one of the most powerful skills for achieving your objectives. Your ability to create an environment for open discussion and ongoing dialogue is crucial for communication success.

KEY MODULES
Detail Modules will be provided on request
• Communication levels and Communication functions
• The 4 principles of interpersonal communication
• Elements of the communication process
• Communication delivery aspects
• Non verbal communication
• Building rapport
• Where can miscommunication occur?
• Overcoming communication barriers
• The communication funnel
• Communication behavior and conflict management
• Assertive, passive and aggressive behaviors
• Conflict management - Types of conflicts
• Essential conflict management skills
• Learning to say ‘no’
SOFT SKILLS & HUMAN RESOURCE Training

PROFESSIONAL TELEPHONE ETIQUETTE & CUSTOMER HANDLING

**OVERVIEW**

Today people take informed and calculated decision but that is the second stage of the deal. To get our customers on board we must make our product and our company valuable to them in the very first interaction and that is where an Excellent Customer Service pop in. The first person over the phone is the face of our company to our customer. We will deliver in this course that how your staff can elevate their skills in effective telephone greetings, how to receive calls, closing calls and engagement on phone with customers.

**KEY MODULES**

Detail Modules will be provided on request
- Creating A Great ‘First Impression’ And A Positive, Lasting ‘Last Impression’
- To understand how everyone using the telephone contributes to the company’s overall image.
- To identify the skills and techniques required for excellent telephone etiquette.
- Being Positive and Conversational On A Call
- What ‘To Say’ And ‘Not To Say’
- Questioning Skills for Improving Call Handling
- To understand the importance of active listening and useful questioning.
- To learn and practice how to hold the call.
- Answering Incoming Calls Professionally
- Making Outbound Calls Professionally
- Dealing with different personality types
- Flying over customer expectations

EFFECTIVE SUPERVISORY & MANAGERIAL SKILLS

**OVERVIEW**

Managers & Supervisors are often the people who make the difference between meeting production targets and missing them because they motivate and energise their teams. This workshop is designed to train qualified professionals who are either poised to enter the management field or are already shifting into this area of managing people. Participants will focus on developing the skill set that will enable them to manage, supervise and motivate their people to meet and exceed their objectives. They will learn how to anticipate and manage conflict, and to delegate effectively in order to get poor performers back on track and to stimulate their high performers.

**KEY MODULES**

Detail Modules will be provided on request
- Qualities of an Effective Manager
- Nature of Management/ Supervision
- Understanding Diversity at The Workplace
- Position Yourself for Success of team
- Goals & Work Management Skills
- Smart Work Management Techniques
- Articulate Goals
- Creating Strategies to Get Results
- Effective Styles of Time Management
- Techniques for Identifying and Reducing Time Wasters
- Delegating Tasks
- Priority Setting Tools & Techniques
- Creating Action Plans
- Evaluating Time Management Process
- Resolve Conflict – Tools & Techniques
**EFFECTIVE BUSINESS WRITING**

**Overview:** Effective Business Writing introduces you to the theory and practice of writing in the modern business environment. In this course you will be introduced to the principles of written communication so that you will be able to express your thoughts and ideas through writing in a clear, concise, and efficient manner. You will see how preparation is key for successful writing and learn how to use a planning checklist when writing any type of business message.

**Key Modules:**
- Detail Modules will be provided on request
- Enable managers and staff to get across concise messages
- Break Through Writer’s Block
- Use Outlining to Structure Your Ideas and Increase Coherence
- Write Effective Emails
- Learn Subject Line Best Practices
- Use a Framework to Write Fast and Sound Professional
- Communicate Emotion in Your Writing
- Practice assertive language when communicating either orally or written
- Identify and differentiate key components in passive, wordy and vague language
- Understand how direct writing influences willingness in others to receive messages
- Provide opportunities to practice active writing and presentation skills
- Organize message information to create an effective introduction, body, and conclusion

**TIME & STRESS MANAGEMENT**

**Overview:** Some stress in a person’s life is healthy when it encourages us to find a new skill, get things done, or do something really well. But stress that goes on for a long time can negatively impact all aspects of our health. Being able to manage time and, in turn stress, is essential for a healthy body and mind. This course looks at the causes of time and stress management difficulties and offers concrete and practical solutions. By managing their time more effectively, participants will be able to make a greater contribution to your organisation's goals – they will be more effective at work but will still be able to achieve a sensible work / life balance.

**Key Modules:**
- Detail Modules will be provided on request
- Managing yourself:
- Setting goals.
- Making your goals SMART
- Evaluate priorities.
- Guiding principles of time and Self Management
- Planning and controlling your workload
- Keeping yourself motivated to achieve tasks
- Reducing travel time and how to optimally use the time available to you
- Planning and prioritizing your own workload
- Daily planning and prioritizing projects, goals, tasks
- Planning essentials and practical
- Assigning tasks to be delegated
- Benefits and art of effective delegation
- Identifying best person for the task
Performance management is the activity and set of processes that aim to maintain and improve employee performance in line with an organization’s objectives. It’s strategic as well as operational, as its aim is to ensure that employees contribute positively to business objectives. Ideally, performance should be managed holistically, throughout the range of HR activities and processes. The program is also aimed at those in Human Resources who have responsibility for administering and overseeing their organization’s PMS and potentially supporting the appraisees and appraisers.

Detail Modules will be provided on request

- The principles of performance management
- Core elements, principles and benefits of an effective performance management framework.
- Performance management cycle and purpose of the annual performance review
- Setting performance Measures
- Setting and communicating performance objectives
- Identifying core behaviors that drive high performance
- Reviewing and assessing performance
- Reviewing different levels of performance
- Objectively assessing and rating performance
- One to one performance review meetings
- Structuring performance review meetings
- Giving constructive and motivational feedback
- Using questions to help employees review their own performance

Strategic Development and the Macro Environment: strategic positioning, external dynamics and competitive edge: evaluating strategic options and decisions

Challenges of Modern Leadership: Building mission focused teams- Strategic leadership approaches: vision, strategy, gap analysis and bridging the gap

Leading People: Human behavior and motivation in organizations. The macro – environment: Management in a fast changing world

Managing Finance: for Economic Business Value: value creation value dilution and value destruction.

Managing Operations Strategically: Managing costs, Business Performance Improvement and Process mapping. Knowledge and capability management

To understand what is going on in the business context and how to make fresh strategy for real competitive advantage

To pinpoint what is needed for us all to be strategic leaders and to learn how to translate that into “From –To” thinking and a clear set of breakthrougths and priorities

To be able to diagnose people issues whether these are opportunities, threats or weaknesses and to develop plans to shift capability

To focus more on what it is that adds real value in the business and to do business cases which are irresistible

To be able to manage costs and resources strategically and to improve processes, leverage knowledge and capability

Strategic Leadership for Senior Management
WINNING NEGOTIATION SKILLS

Overview
Negotiation is a learned skill and most effective tool of managers to ensure efficient situation management and optimization. The difference between satisficing results and optimization is that of good negotiation skills. This workshop is designed to help participants in understanding the tools and techniques required to manage a successful negotiation process. Each mentioned skill will be demonstrated with practical exercises, real life cases studies, simulation exercises and pretend play and games.

Key Modules
- Creating Negotiation Paradigm
- Establishing Causes & Objectives of Negotiation Process
- Developing Zone of Possible Agreement (ZOPA)
- Double Checking Toolkit & SWOT Analysis
- Building a Rapport with Your Opponent
- How to Use Concessions to Your Advantage
- Setting Objectives & Zone of Possible Agreement (ZOPA)
- Devising Outcome Based Negotiation Strategy
- Using Time and Space Constraints to Their Maximum Advantage
- Evaluating Five Possible Win Loose Outcomes & Their Effects
- Difference Between Options & Alternatives
- Creating Strength, Power, Interest & Effectiveness
- Heading Towards Target Points & Anchoring Techniques
- Creating Strength, Power, Interest & Effectiveness
- Negotiation Closing Skills: Reaching Consensus

LEADERSHIP SKILLS FOR HIGH PERFORMANCE

Overview
The course is designed to help managers and team leaders develop the knowledge and skills to create and maintain a high performance team.
We will utilise the Belbin Team Roles model and self perception inventory to raise self awareness of participant’s preferred team role within a team as well as the other behavioural characteristics that need to be present to achieve a high performing team.
Participants will also learn techniques that will engage and inspire their teams to achieve a higher level of team performance and synergy.

Key Modules
- Crucial differences between being a leader and a manager
- How to acquire a supervisor’s mind-set and image
- The emotional requirements of being a manager
- Most common mistakes new supervisors make and how to avoid them
- Developing Your Personal Leadership Strengths
- How to build on the leadership strengths you have identified and develop your weaknesses
- Understanding how your leadership style can work for or against your employees
- Adopting the ‘success habits’ that effective leaders swear by
- The classic principles of influence and how and when to use them to your advantage
- Building a Highly Motivated and High-Performance Team
- Ignite enthusiasm and gain buy-in for accomplishing goals
SECTION

FINANCE & AUDIT
This course is especially structured for senior finance professionals who want to take themselves and their finance teams to the next level of contributing to value addition in organisations. This course is for all visionary finance professionals who want to transform into strategic CFO’s & Direct reporting team of CFOs. Latest practical case studies as well as leading thought leadership based on research across 5 continents will be shared.

The future of finance leadership in organisations

Detail Modules will be provided on request

- The emerging strategic role of finance
- Linking strategy, budgeting and forecasting and performance
- The emerging global management accounting principles
- The finance competency framework for success
- Practice areas for applying the principles
- Greater involvement in performance management
- Decision information-a key to strategic performance management
- The key role of finance in performance management
- Exploring the concept of finance business partners
- Exploring various models of business partnering
- Finance business structures that drive true partnering
- Finance leadership - where the finance transformation journey begin
- How the finance teams of leading global organisations are transforming

- Develop effective credit policies that meet company’s objectives.
- Use financial and non-financial analysis to assist in making the credit decision.
- Define the function of Accounts Receivable (AR)and its role in organisations.
- Maintain effective collection policy.

THE STRATEGIC FINANCIAL LEADER

CREDIT MANAGEMENT SKILLS

OVERVIEW

Detail Modules will be provided on request

- Dynamics of Credit Management
- Understanding Enterprise Credit Strategy
- Customer Credit Profiling & Risk Review – Credit Rating
- Credit Decision – the process
- Know your Customer – Credit & Collection Perspective
- Credit Collection & Effective Contract Management
- Customer Business & Cash Cycle Review
- Cash Flow based Credit Management
- Efficient Credit Management – Attention to Details
- Ratios Analysis - Define both solvent and liquid borrowers, and understand the significance of working capital
- Calculating Days Sales Outstanding (DSO)
- Calculating Best Possible Days Sales Outstanding (BPDSO)
- Collection Effectiveness Index (CEI)
- Analyzing the Operating and Cash Cycles
- Importance of Setting a Collection Policy

OVERVIEW
INTERNATIONAL FINANCIAL REPORTING STANDARDS

OVERVIEW
This comprehensive accounting standards training course will enable each participant to appreciate and understand the basics and certain complexities associated with International Accounting Standards (IFRS) along with topic terminology, concepts and applications.

In gaining a perspective of the origins of IFRS, the accomplishments, to date, in the development and acceptance of global accounting standards and insights into the foreseeable future, participants will gain a valuable understanding of this critical field of knowledge and can contribute meaningful assistance to their respective organizations with respect to the adoption and utilization of these accounting standards.

KEY MODULES
- The conceptual framework for financial reporting
- Financial Statement Presentation
- Measuring Financial Performance
- IFRS rules for current assets and liabilities
- Cash and cash equivalents (IFRS 9)
- Accounts receivable (IFRS 9)
- Investment securities (IFRS 9)
- Type of investment securities
- Accounts payable and accruals (IFRS 9)
- Accounting and revaluation Property, plant and equipment (IAS 16)
- Internally developed intangible assets
- Liabilities, Provisions and Contingencies
- Revenue Recognition - IFRS 15

RISK BASED AUDIT MASTERCLASS

OVERVIEW
This course will help you understanding through practical examples of the application of Business Risk Management and Risk Based Audit best practices in the modern enterprise. Improving risk assessment, audit planning and Internal audit working practices skills improving verbal and written Risk based audit Communication skills.

- Building on what is necessary to make your audit function risk based
- Knowing the best practices in internal auditing today

KEY MODULES
- General Principles & Approach of Auditing, Audit Risk & Internal Audit
- Performance Standards
- Risk Based Internal Auditing
- Internal Controls – Control Environment
- Risk Management Framework
- Brief on Enterprise risk management
- A Hierarchy of objectives, risks and controls
- Tools of measuring and assessing business risks
- Strategy and methodology for managing business risks
- The responsibilities of Internal Auditor in Risk Based Audit
- RBIA Methodology compared to Traditional Audit approaches
- Risk Categorization & Risk Priorities
- Business Risk Models – Risk Categorization
- Internal Audit Report – Risk Based Audit Reporting
- The Reporting Channel
Enterprise Risk Management
Identify – Assess – Control – Monitor

Overview
The course goes through the steps management needs to consider in order to identify and assess risk and decide on proper risk responses and controls. The course ends with how to monitor, communicate and report risk. In addition, the course looks at risk in different organizational areas such as strategy, reporting, compliance, operations, financial and physical risk as well as risk in different industries.

Key Modules
Detail Modules will be provided on request
- ERM Overview & Building Blocks
- Risk Culture & Risk Assessment
- Determining Risk Criteria
- Probability vs. Impact
- Risk Matrix – Heat Map: Inherent Risk vs. Residual Risk
- Identifying Risk Treatment/Response
- Develop a Risk Treatment/Response Plan
- Monitoring the ERM System
- Monitoring the Organization’s Business Performance
- Risk Management Reporting
- Embedding ERM in the Internal Audit Plan

Cash Flow & Working Capital Management

Overview
Throughout the training participants will learn by working on the real-time case study and examples. They will perform calculations, state their analysis on the financial calculations and then present it. This methodology will be followed by the expert views on the presentation of the participants. Interactive learning environment with facilitator serving as financial consultant to help participants develop understanding of cash flow management of selected company, identifying the quality & cost of fund generated and effectiveness in their spending. The second phase will focus on organization cash management strategies, working capital strategies, sources of short and long-term finance available and used by the company.

Key Modules
Detail Modules will be provided on request
- Cash Budgeting & Financial Planning
- Dynamics of Financial Planning & Cash Budgeting
- Analysis of Sources & Uses of Funds
- Cash Flow Forecasting using Data Analysis
- Debtors / Creditors Management Techniques
- Flexible Budgeting & Creating Cash Flow Leverages
- Requirement of IAS 7 Cash Flow Statement
- Working capital cycle & cash cycle
- Calculating the Working Capital Cycle
- Cash flow based budgeting
- External financing index ratio
- Cash Flow and Liquidity Analysis
- Cash Flow Related Ratios
- Cash Flow & Disaster Recovery Planning Techniques
- Cash flow forecasting techniques
- Short & long term sources of funds available
FINANCE & AUDIT

TRADE FINANCE
LC & UCP Export/Import Management

OVERVIEW
In international trade counter party risk and country risk cannot be avoided. More than a century, instruments like letters of credit and bank guarantees are used by the companies for trade settlements and to mitigate their risks. This program will exclusively address the operational issues in letters of credit transactions with detailed discussions on important UCP 600 articles relating to each filed in the standardised SWIFT LC format. This will enable the participants to interpret the implications of the terms and conditions in a letter of credit. One live case study will be circulated to the participants for effective understanding.

KEY MODULES
Detail Modules will be provided on request

- Understanding Letter of Credit (LC)
- The dynamics of Foreign Trade
- Types, Need & Importance of LC
- Risk Attached to Various Types of LCs
- Role, Risk & Responsibilities of Confirming Bank
- Responsibilities of Parties Under Various INCOTERMS
- INCOTERMS for Multimodal Transportation
- Maritime INCOTERMS FAS, FOB, CFR, CIF
- Any mode INCOTERMS EXW, FCA, CPT, CIP, DAP, DAT, DDP
- Export Documentation & Common Discrepancies
- Shipping Document - Bill of Lading - Commercial Invoices
- Common Mistakes in Export Documentation
- Uniform Customs & Practices for Documentary Credit (UCP 600)
- Liabilities & Responsibilities 6 -13
- Transferable Credit & Assignment 34 – 39

FINANCE FOR NON FINANCE PROFESSIONALS

OVERVIEW
If you are not confident working with financial concepts and language, you are not alone! More and more, managers are expected to make financially based decisions without the assurance of a formal financial background. Finance for the Non Finance Professional is an in-depth and practical two-day course that demystifies financial concepts and provides tools for enhancing your effectiveness as a manager. By the conclusion of the course you will have more clarity, be able to connect the facts with figures and communicate easily in financial terms.

KEY MODULES
Detail Modules will be provided on request

- The Accounting Process - from Transactions to Financial Information
- Gain an insight into accounting systems, terminology and concepts
- Examine why the timing of a transaction is so important to the finance function
- Income vs. expenditure, assets vs. liabilities, capital vs. revenue expenditure
- P&L account vs. balance sheet: categorizations and their inter-relationships
- Accounting concepts accruals, prudence, substance over form, true & fair, materiality
- Understanding the accounting cycle
- Income statement - Accrual basis versus cash basis
- Balance sheet - Statement of owners’ equity
- Statement of cash flows
- Ratios: Profitability - Efficiency - Investment - Gearing - Liquidity
SECTION

BUSINESS & FINANCIAL INSTITUTIONS
CREDIT RISK ANALYSIS, ASSESSMENT, STRUCTURING & CREDIT PROPOSALS

OVERVIEW
It's important for Credit decision makers to adapt a structured approach in their credit assessment process. Using a structured and systematic approach, participants will learn to evaluate the credit standing of a client. The workshop will demonstrate how to combine a qualitative assessment with a quantitative analysis. A case study will form an integral part of the workshop, allowing participants to apply the concepts acquired during the workshop to a real-life scenario.

KEY MODULES
Detail Modules will be provided on request
- Overview of credit appraisal process, risks & mitigation, risk-reward concept
- Financial Risk Analysis
- Classification of assets and liabilities
- Components of income statement
- Ratio analysis and trend analysis – interpretation of ratios
- Assessment on: Liquidity, Solvency, Profitability, Efficiency (activity)
- Computation of Operating, Investing and Financing cash flows
- Assess the ability of the borrower to repay
- Tracing and measuring an internal or external diversions
- Funded facilities, Non-funded facilities
- Structuring of working capital facilities
- Technical feasibility, Economic viability
- DSCR computation and its importance, Presentation of credit proposal

LOAN DOCUMENTATION IN UAE ENVIRONMENT

OVERVIEW
This intensive course will cover all aspects of a loan transaction, concentrating particularly on the agreement itself and on the legal implications of a properly drafted and incorrectly drafted document. The course will provide a clause-by-clause analysis of loan documents, including standing ‘boilerplate’ provisions and a workshop on common banking expressions.

You will be taken step-by-step through the process of documenting a loan, from the early stages of pre-contractual issues, letters of commitment and written offers, through to administrative provisions, representations, covenants, defaults, transfer provisions, guarantees and the eventuality of insolvency.

KEY MODULES
Detail Modules will be provided on request
- Type of Borrowers (Constitution & Significance to documentation), Free zone Companies
- Scrutiny of MOA, Board/AGM Resolutions and other related documents,
- Corporate Term Loans - Associated terms and conditions,
- Preparation of Sanction letter-care to be taken
- Personal and Corporate guarantees - implications
- Spelling out the pricing terms (interest, profit, fees etc)
- Important clauses - Moratorium period - Prepayment terms
- Pricing revision terms - Determination of defaults - Material Adverse Changes
- Addendum to main documents - Collateral documents
- Check list for documents to be submitted - Post disbursement conditions
- Identifying the discrepancies and taking measures for rectification
- Ensuring all controls/checks are in place before disbursement
- Registration of mortgages, chattel mortgages, pledge
Most fraudulent activity can be caught by putting effective internal processes and procedures in place to minimize the chances for illegal behavior. But don't forget one of the best sources of fraud prevention: your employees.

In order to detect and prevent fraud, employees must first know what to look for, and then what to do about it. Following are the key areas to be considered:
- Credit Card Frauds
- Document Forgery
- Signature Forgery
- Financial Statement Frauds/Fraudulent Loans
- ATM Frauds
- Contactless Payment Frauds

**Detail Modules will be provided on request**
- Payment Instruments Fraud (banknotes counterfeiting, cheques and credit cards fraud)
- Documents screening and verification. (ID fraud, security, technical and tactical profiling)
- Signature forgery and verification
- Identifying forgery of Passports, Salary Certificate and Visa
- Check Fraud Prevention, Identity Theft
- Employee Fraud Red Flags
- Insider Threat, Identity Document Fraud
- Introduction to Signature Forgery
- Characteristics of Genuine signatures
- Signature Identification Factors/Forgery Techniques/Forgery Clues/Verification Process
- Detection of Forged Signatures
- Document Examination, Verification Checklist
- Tactical and technical profiling
- Forged documents, Application Fraud Exercises
Simfotix InHouse training is well organized and our team learned lot of new things. We consider this as a value addition and meeting our objectives.

HR Team, Emirates Islamic Bank

Thank you Simfotix for a comprehensive and value training to our Saudi Arabia Finance Team. Case Study and exercises were the key element of this workshop.

Learning & Development, MAF Carrefour International.

Easy way of transferring knowledge makes the learning more digestible. Great work Simfotix for the in-house session.

Human Resource Business Partner, Al Ghurair Group

A combination of learning and sharing through small quiz and activities. Really enjoyed the Excel Training with Simfotix.

Treasury & Investment Group, Abu Dhabi Commercial Bank

Inhouse Training with Simfotix Training for Credit Transformation Program goes with a Wonderful learning experience of our Credit Risk Team. Looking forward to engage them in other upcoming training.

HR Team, Finance House Abu Dhabi
Excellent Training conducted by Simfotix Professional Development. The whole day was full of fun and learning.

**Department of Economic Development, Dubai**

Great Transformational Training for the Top Management and entire Sales Team by developing an exclusive Sales Transformation Program for us. The MESSAGE is same across the team to be communicated to our clients and that’s what we wanted to achieve.

**CEO, Abu Dhabi Finance**

Simfotix Trainer bear a Persuasive approach in training and the company is professional in the arrangement of training till end to make it a memorable experience. The In-house session and the follow-up session is excellent approach.

**The Executive Council of Dubai**

The session for our functional team was engaging and informative. Good technical knowledge and interactive session. Good luck for future programs.

**HR Team, Al Hilal Bank**

Attending MS Excel Training with Simfotix along with 15 other HR professionals was a wonderful experience. The trainer carry in-depth knowledge and expertise and kept us engaged for the whole day.

**HR Team, Finance House.**
The in-house training on Credit Management met the desired objectives for improvement in the Finance function. Group work throughout the two days and team presentation on various analytics put thing in the focus learning direction. Good output Simfotix.

Team Imdaad Group.

Great training course and materials. Super helpful to learn shortcuts and their best application. Thank you!

HR, Dubai Islamic Bank

Our team attended MS Excel Training with Simfotix and it was never so much learning before in this course. All skill levels on the course fully catered for with a very patient approach, it’s worth attending.

HR Team, Union National Bank

My team was positive and happy with the deliverables of MS Excel Training, and they think this session increased their knowledge and efficiency.

“Ministry of Human resources & Emiratization”

Since last two years our Company is working with Simfotix, and every time it is great learning experience. MS Excel is one of the most recommended Program with distinctive methodology and valuable deliverables.

ADNEC “Abu Dhabi National Exhibition Centre”
SECTION

MS EXCEL & IT COURSES
THE EXCEL LEARNING JOURNEY
A COMPLETE PRODUCT FOR ALL LEVELS OF MS EXCEL TO ENHANCE YOUR SKILLS

01 Feed Your Need
Highly Customized
1 to 1 Session

02 Intermediate MS Excel
Cross The Fear Zone

03 Advance MS Excel
Explode The Potential

04 Power User Excel
Knows It Inside Out

05 Dashboard Reporting
Make Your Own Dashboard

06 Projects & Report Automation
Taylor Made Assignments

COMPREHENSIVE END TO END MS EXCEL SOLUTION
Online Excel Skill Check Assessment:
We will provide PRE and POST online assessment for all the participants to assess their existing competencies for MS Excel.

The report of the online test will be shared with the client HR Team and the participants will be divided as per performance so that they learn the right modules which they need.

View Test Here: http://www.simfotix.com/ExcelQuiz/

Pre-Training & Post Training Assessments
Likewise above, we will conduct the pre and post training assessment to measure the learning curve of the participants. There is also paper and online version available of these tests.

Mini Projects & Home Assignments:
We have developed Mini Projects for which participants will be brief during the training and taken as home assignment so that they can work on it as practice.

Simfotix believes on continuous learning and improvement so we will provide support with solutions of those assignments.

Hand Book – Tips & Shortcuts:
Each Participant will be given a hard copy of MS Excel Handbook containing Excel Shortcuts, Tips and Tricks which they will keep on their desks and can refer any time during their work. We will encourage the participants to learn through these shortcuts and excel tips.

Digitize The Support:
Addition to the hard copy, an email Series of shortcuts will be sent to the participants (over the period of Project Engagement).

This will help fostering an EXCEL EFFICIENCY CULTURE within the Organization.
Excel Videos

We will provide the MS Excel Videos of our Expert Trainer which are developed professionally. This will enable participants to download them in their mobiles and systems and can refer any time. They do not have to sign in any website and it will be downloaded as all time available.

Free Excel Advisory

Since we are working for several batches for Excel Training and will be meeting your teams from different department. We offer ONE HOUR FREE ADVISORY SESSION to your function and department Managers. The focus will be to advice how they can automate their Excel process to save their time and increase efficiency. Also, will discuss which are the repetitive process in Excel where we can implement MACROS or REPORT AUTOMATION. Further onward they can engage us in a different contract to implement those ideas.
The Intermediate MS Excel is designed for professionals facing day-to-day issues in Excel Worksheets and needing to optimize their work. This two-day course provides practical skills that enable users to better manage all aspects of their projects and increase their team's performance by utilizing effective communication skills.

**INTERMEDIATE MS EXCEL**

**OVERVIEW**

The Intermediate MS Excel is designed for professionals facing day-to-day issues in Excel Worksheets and need to optimize their work. By the end of this course, users should be comfortable in creating formulas, working on data using functions and PivotTables, visualizing data with charts, and enhancing workbooks. This also takes through the detail formatting of data including sorting, filtering, list management, and other features. You will also learn data management by handling techniques and automatic data filling by combination of columns.

**KEY MODULES**

- Brief ice-breaking session to bring all participants on the same learning pace.
- Utilizing fill handle tricks.
- Formatting and editing a series, using multiple worksheets & workbooks.
- In-Depth Worksheet Options - Adjusting zoom, using Freeze Panes, Split Window.
- Hiding and displaying data, rows, and columns.
- Printing large worksheets, Page Break preview.
- List Management - Working with lists.
- Sorting and filtering lists, sorting by multiple columns, using AutoFilter.
- Advanced filtering, custom filter, adding subtotals to a list.
- Conditional formulas and formatting: The IF function, Nested IF.
- Functions: Dates, TODAY, NOW function, Sum, Average and others.
- Performing Formulas and Calculations.
- Create Formulas & Insert Functions, Reuse Formulas.

**PROJECT MANAGEMENT WORKSHOP**

**OVERVIEW**

Increased productivity, reduced stress, greater confidence; these are some of the benefits of gaining control of your projects and your project team. This two-day course provides practical skills that enable you to better manage all aspects of your projects and increase your team's performance by utilizing effective communication skills.

**KEY MODULES**

- Project Management Life Cycle.
- Initiation: Developing a Project Charter.
- Planning: WBS, Network, Resources.
- Steps to create a schedule.
- Budget Challenges and building a budget.
- Executing: Getting started on the right track.
- Communication and Communication Methods.
- Keeping on top of schedules and expenses.
- Success criteria for project control.
- Performance Reports. Conflict Management.
- Guidelines for Successful Negotiation.
- Closing: Why is a closing phase necessary?
- The project closing process. The final report.
- Who accomplished what and how well?

**Detail Modules will be provided on request**
This course is designed for MS Excel users who already have an idea of the advance functions and formulas. Participants will learn

- Summarizing & Consolidating Data
- Working with Data Tables & its practical usage
- Advanced Subtotals, Formatting the Subtotal Rows
- Adding and Copying with Subtotals
- SUMIF & SUMIFS, Using Array Formulas
- List Management, Formatting data on Conditions
- Duplicate & Unique Values, Finding top 5 / 10 Items in the Data
- Creating Sub Totals, Sorting data with Multiple Level Sorts
- Recommended Charts, Trend lines, Sparkline’s charts
- Summarizing Data Using Pivot Tables
- Creating Pivot table & Dynamic Pivot table
- Calculating variances with pivot, Grouping data in pivot tables
- Making use of multiple data fields, Using grand totals and subtotals
- MACRO: Record a simple macro in 5 simple steps
- Automate your worksheets and kick into the “instant reply mode”

- Advanced Subtotals, What-If Scenarios, Scenario Concepts, Creating Scenarios
- Managing Scenarios, Scenario Reports, Trend lines, Sparkline’s charts
- Solver Concepts, Defining & solving the Problem, Solver Reports
- Charts/Graphs & Techniques, Recommended Charts
- Advanced Validation, Controlling The Limits Of Numeric Data
- Dropdown List, Date Controls, Text Length Control
- Specialized Custom Formula Control, Custom Formula
- A step ahead with VLOOKUP; Multi-worksheet, Multi-list, Nested VLOOKUP
- Adding a message box, Display a form
- Pivot Tables: Summarizing Data, Analyzing data, dynamic pivot, variances, Grouping data
- PowerPivot: Explore the PowerPivot Application
- Import Data from Various Data Sources, Create Linked Tables
- Reporting – Create Amazing Power View Reports
- Reports with multiple views in Power View in SharePoint
This program has been designed for participants who are already familiar with MS Excel and who would like to Automate the regular tasks / reports with the help of Macros. Participants will learn: Recording & Running Macros, Creating Button to run the macros, Correct methods of recording macros, Overview of Excel VBA Editor, Adding & Deleting Modules.

**Dashboard Projects** - Building real time dashboard: Create a dynamic dashboard using your own data or examples provided using all the principles and techniques shown in the session.

**Detail Modules will be provided on request**
- Principles of Great Dashboard Design
- Advanced Formulas & Functions For Reporting, Absolute & Relative Referencing
- SumIF & SumIFS, Count, CountA, CountIF & CountIFS
- Concatenate, Understanding IF Condition & Nested Ifs, Using AND & OR in IFs
- Adding Symbol in IF, Advance Vlookup, Using IFErro in Vlookup
- Using specialist charts for your Excel Dashboards
- Creating Column, Line, Pie & Bar Charts, Creating two axis charts
- Creating a Thermometer Chart, Creating waterfall Chart
- Check Box, Combo Box, Scrollbars, Data Validation as a Tool
- Adding scroll bar, option buttons, combo box drop-down, list box, Check Box
- Creating validation in cell (Drop downs in cell), Creating drop down menus with dependent list
- Bullet-proofing your Dashboards, data validations

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This unique two-day workshop is designed to provide you with the knowledge and tools enabling you to create Dashboard Reports to present Operational, Strategic & Financial Data in an effective way. This interactive, participative and practical workshop will equip you with valuable tools readily applicable at your organization.

**Dashboard Projects** - Building real time dashboard: Create a dynamic dashboard using your own data or examples provided using all the principles and techniques shown in the session.
In this training participants will explore the components of the updated results-oriented interface of the PowerPoint environment and customize the interface to suit your requirements. They will identify and use the new and enhanced features of PowerPoint to create dynamic and visually appealing presentations. Participants will then finalize a presentation and secure it with a digital signature to authenticate its validity.

**Key Modules**

- Designing A Presentation - Template - Theme
- Inserting & Multiple Slides & Text - Slide Show
- SmartArt & Shapes Inserting, Modifying & Editing Text
- Arranging - Combining - Formatting Shapes
- Table Style and Usages - Multiple Grids in Tables - Rows and Columns
- Formatting Table Data - Applying Borders & Shading
- Working with Chart Data & Data Series, Pie Charts
- Image Inserting - Resizing - Positioning, Image Background & Clip Art
- Rotating - Flipping & Cropping an Image, Picture Style & Effects
- Inserting A Screenshot & Screen Clip
- Animation - Media & Action Buttons & Motion Paths
- Animating SmartArt Graphics
- Applying Slide Transitions
- Inserting Video Clip - Audio Clip & Clip Art Video
- Optimising and Compressing Media
- Inserting A Linked Media File
- Themes & Slide Masters
- Themes, Theme Colours, Multiple Slide Background, Customised Theme
- Understanding Slide Masters, Changing The Master Font
- Modifying Bullets - Inserting Image & Slide Numbers
- Templates & Setting Up the Show
- Creating A Custom Template, Customising The Design & Layout
- Inserting Content, Saving & Using a Custom Template
- About Self-Running Presentations
- Recording The Slide Show
- Setting Up A Self-Running Presentation

**Detail Modules will be provided on request**

- Recording The Slide Show
- Setting Up A Self-Running Presentation

**Overview**