

# Managing Business and Financial Turnarounds Course

**Ref:CIMA95**

## **Who is it for**

This course is suitable for directors, senior executives and experienced finance staff who wish to contribute to the strategic and operational development of their business, particularly those whose sectors are under pressure. It would also suit finance professionals who wish to become a stronger business partner to their executive management.

## **What is it about**

This course covers the following topics:

- What is entailed in the turnaround process:
  - The phases
  - The way the process is managed and its style
  - The skills and tools needed
- How to be more innovative in thinking about your business:  
With a brief case on Virgin Galactic
- Performance diagnosis using performance driver and root cause analysis
- Examining your own business model: using the business value system and option analysis
- Dealing with challenging environments e.g. recession – threats and opportunities, and scenario processes
- Dealing with costs
- Introducing the idea of “The Strategy Audit”, and the role of stakeholder management and influencing.

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## **Course Overview**

This course will help you play a more proactive role in adding value to your business with:

- A turnaround toolkit for everyday use, detailing the phases of implementation
- Valuable insights from past turnaround cases
- The chance to work on your own business issues
- A method of dealing with performance difficulties and dilemmas in a new way

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## **What will I get out of it?**

Student membership of the CMI including: access to a wide range of online resources, subscription to Professional Manager magazine, discount rates on member events, access to the CMI library of management publications, interactive online Continuing Professional Development system.

