



CREATING VALUE EVERY DAY

Optimising the creation of value, that is the commitment you make to shareholders and creditors who inject capital into your company. The success – or failure – of the strategy you deploy is measured in terms of this optimisation. The stakes are all-important for your activity: without the creation of sufficient value, it will not receive the financial resources vital for its development. To avoid this risk, you must be able to master the skills for analysing and the tools for promoting the creation of value, and then pass them on to all the members of your team. This course will show you how to do so.

This programme is designed for:

- business unit managers
- line managers
- project managers
- functional experts

At the end of this course you should be able to:

- describe the overall financial activity of your business
- analyse your business in terms of profitability, financial equilibrium and liquidity
- identify the four operational levers that optimise value creation
- ensure that your day-to-day decision-making creates value

The management certificate shows you have acquired the skills covered in the course.



Benefits of the programme:

you'll think in terms of value creation instead of just in terms of sales, costs and profits.
you'll understand the impact your day-to-day decisions have on the value of your activity, and thus on the value of your company
you'll learn about techniques to boost the economic performance of your business unit
you'll get your entire team working in a way that ensures increased performance and success rates

3 MONTH TRAINING PATH (21 HOURS)

A welcome message includes your login ID for the training course website.

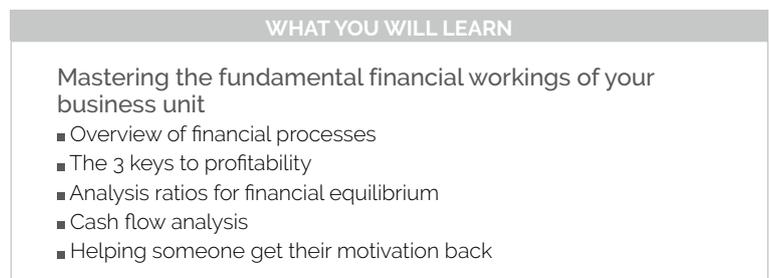
1 Preparing for the programme

Assess your level before you begin your training, and tell us what you expect from the course so that your trainer can recommend a personalised training path.



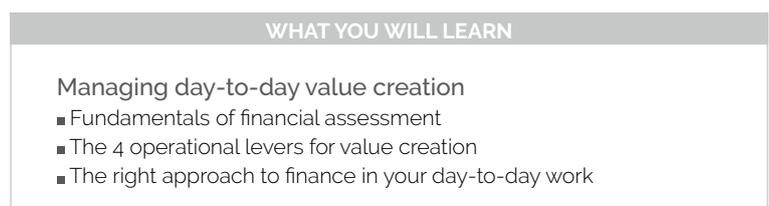
2 Mastering the fundamentals

Begin training and putting the fundamentals into practice, making the most of your trainer's experience and advice.



3 Building on what you've learned

Consolidate the skills you've acquired and build on them. Receive an action plan recommended by your trainer.



4 Receiving your certificate

Your trainer assesses your progress on the course. When the course is completed, you'll receive a certificate endorsing the skills you've acquired.

