

About Brainmates

Brainmates is a specialised Australian consulting group that was borne out of a strong desire to create goods and services that customers love.

We are a team of Product and Marketing professionals with extensive experience in the discipline of Product Management across a broad range of industries.

We apply a market-driven Product Management approach incorporating a strong experience design element when consulting on client projects.

Financial Fundamentals

1 Day Course



www.brainmates.com.au

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“Successful Product Managers Are Financially Literate and Articulate”

Course Overview

Successfully Product Managers know their way around their product's financials. They should be able to convey the health of their product today and anticipate the path that it will take. The Financial Fundamentals Class is a refresher course to help Product Managers revise their financial knowledge and improve their ability to understand and explain the key financial terms that underpin the product's performance.

The Financial Fundamentals is a one-day interactive course designed to arm Product Managers with the language and a more thorough understanding of key financial concepts. The course also provides Product Managers the opportunity to practice delivering financial information under 3 different scenarios:

1. Assessing the performance of a product.
2. Forecasting the performance of a product.
3. Requesting investment for new product development

Learning Outcomes

Product Managers will learn:

- ▶ Concepts such as Revenue, Cost, Operational Cost versus CAPEX, Margin, Cash Flow, Annual Reports and Non-Financial Metrics.
- ▶ To determine how these concepts are applied in Product Management.

- ▶ Key issues that arise when applying these concepts.
- ▶ How to calculate financial concepts (as described above).
- ▶ How to make decisions using financial tools.
- ▶ How to calculate a market opportunity.
- ▶ How to confidently explain the product's performance to Executives.

Business Benefits

Organisations will realize immediate and ongoing benefits of investing in their Product Management capabilities:

- ▶ The presentation of financially sound, compelling opportunities for the business to determine which to select and pursue.
- ▶ The ability to make better investment decisions.
- ▶ More focus on the bottom line.
- ▶ A competitive advantage for your business.

Who should attend?

- ▶ Product Managers
- ▶ Product Marketers
- ▶ Product Analysts

Class Agenda

- ▶ Introduction
- ▶ Reading and Speaking the Language of Finance
- ▶ Using Finance as a Communication and Decision-Making Tool
- ▶ Pulling It Together Using 3 Case Studies

Course Fee

The price of this 1-day course is \$995 (incl. GST) per participant and includes:

- ▶ Course Material
- ▶ Morning Tea
- ▶ Lunch
- ▶ Afternoon Tea

About the Facilitator

Jen Marshall is CEO and Senior Consultant at Brainmates

She works with diverse businesses to deliver portfolio-level roadmaps and business case templates. She is adept at designing and conducting customer interviews for the development of personas and customer journeys. She's also an experienced facilitator, passionate about inspiring Product Managers to develop their skills and achieve measurable change in their own businesses

Jen was formerly a Product Director at Fairfax, overseeing publications including afr.com and BRW. She holds an MBA from the Australian Graduate School of Management, BA in Communications from Charles Sturt University.

What is the Cost?

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Registration

To find out when the next public course is running in a city near you, or to schedule a private enterprise course, contact Brainmates:

- ▶ Email us on training@brainmates.com.au
- ▶ Call us on 1800 272 466