

Aligning Budgeting with Business Strategy

Gain a tactical perspective & achieve your corporate goals & objectives

21 & 22 February, 2023

**9 a.m. to 5 p.m.
IBA City Campus**

Who Should Attend?

Senior business executives of medium and large enterprises
Finance executives in the strategy process in their firms
Company executives responsible for budgeting process
CFOs & Senior Vice Presidents of Finance

Investment: PKR 125,000 (5% sst)

15% Early Bird Discount is available
Group Discount of 10% for 2 or more & 15% for 5 or more Participants.



Amer Qureshi

*Australian Chartered Accountant &
Management Consultant*

TRAINERS PROFILE:

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Amer Qureshi:

Australian Chartered Accountant and Management Consultant

Amer Qureshi is a highly experienced, Australian Chartered Accountant and Management Consultant with an excellent track record in executive management and professional services sector across several industries and in many countries. Apart from CFO/senior management positions in construction, education and professional services sectors, Amer has also been a Director with Deloitte Australia and the CEO of his own Professional Services Firms in Australia, Pakistan and Dubai. Amer has worked extensively in Pakistan and helped leading companies with strategic planning, training and development and has also been a faculty member of LUMS as well as being the Director of Entrepreneurship and SME Centre. His financial management skill set, strategic planning expertise and in depth understanding of family owned and small and medium sized enterprises make him an invaluable advisor to business owners and their families as well as boards of directors.

He is highly regarded for his excellent presentation and communication skills and prides himself on his ability to motivate and inspire people. A sought-after speaker and presenter at events and conferences, he is highly respected for his unique and engaging presentation style. Amer is also a successful published author in the areas of Leadership, Business Management, Tax and Financial Planning.

PROGRAM OVERVIEW:

The recent economic environment has significantly increased the operational and strategic risks for companies operating all over Pakistan, requiring them to look for more innovative and creative ways of managing their businesses. The strategic planning and budgeting process as practiced in many organisations, fails to deliver any real value, and often does not produce the impact that is expected. While most organisations set goals and develop strategic plans, they can be effective only if a company can accurately measure and monitor its progress.

To be effective all such initiatives must be measured and monitored, and the entire organization must be aligned to these goals. Accountability and monitoring in these difficult times have gained renewed importance and activities such as budgeting can no longer be carried out in isolation without keeping in full view the strategic plan of the organization. Based on recent surveys it has been highlighted that there is a clear divide between budgets and strategy. As a result, the budgeting process in most organizations is found to be highly ineffective and hardly delivers any tangible value. Yet organizations insist on spending valuable management time in the budgeting process.

This program is designed to give business executives a tactical perspective on their businesses, with particular attention given to leading strategically in today's difficult economic environment to ensure achievement of corporate goals and objectives.



TOPICS COVERED:

During this programme, the participants will learn to:

- . Understand core concepts and frameworks that contribute to strategy development.
- . Translate your company mission and business strategy into a comprehensive set of performance targets and measures.
- . Examine how strategic plans are underlined by realistic cash plans and budgets.
- . Deal in a proactive manner where actual cost/revenue differs from planned values.
- . Understand relevant financial data and learn how it is collated.
- . Differentiate between traditional and contemporary budgeting tools and understand why traditional budgeting fails.
- . Analyze, understand, and communicate business strategy.
- . Develop skills to lead their organizations with strategic.

LEARNING OUTCOMES:

1. The program will provide the participants with the skill set to lead their organization/departments to success.
2. In this program, we will focus on translating the mission/vision/values into measurable targets, articulating a business strategy as a set of measures and targets, and then monitoring the strategy to gauge financial viability and effectiveness.
3. It is well recognized that despite the best developed strategic plans the organisations often fail to achieve the desired results. Having touched upon different approaches to Strategic Planning at length we will utilise the innovative concept of 'the balanced scorecard' which helps in aligning the strategic plans to the day-to-day operations to bridge the gap between strategy and execution.
4. There is a growing need for executives and directors in business who not only understand their business but are also capable of preparing effective cash management and budgeting plans. As business leaders strive to sustain profitability, they must also satisfy the demands of all their stakeholders and pay due regard to corporate governance practices. The workshop focuses on budgeting and financial planning as a means of enhancing corporate governance within the organization.
5. You will return to your company better prepared to make the key financial and strategic decisions that drive organizational performance—even in uncertain times.

APPLY HERE:

<https://cee.iba.edu.pk/registration.php>

DISCOUNT:

10% Discount for 2 or more than 2 participants from the same organization.

15% Discount for 5 or more than 5 participants from the same organization.

For discount details & sponsorships, please contact CEE Open Enrollment Program Office.

CONTACT US:

Phone: (92-21) 38104701 Ext: (1808, 1809, 1812, 1823)

Email: ceeinfo@iba.edu.pk

Website: cee.iba.edu.pk

Fax: (92-21) 38103008

IBA Karachi (City Campus) Off Garden Road, Karachi - 74400



PROGRAM POLICIES & PAYMENTS:

Registrations are only confirmed when full payment has been received from a participant. For a detailed cancellation policy, please visit: <https://cee.iba.edu.pk/cancellation-policy.php> The Institute may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, the institute will refund registration fee, but will not be responsible for any other related expenses including cancellation/change charges by airline and travel agencies. The Institute reserves the right to make changes in its program dates, faculty, policies, and fees at any time.

Payment can be made via cheque / bank draft payable to the "Institute of Business Administration, Karachi" at the following address:

Center for Executive Education (CEE), IBA, City Campus, Garden/Kayani Shaheed Road, Karachi. For online payments via credit cards: <https://onlinepayment.iba.edu.pk/> (from payment type, please select CEE)