

# BALINCA™ PRO – FINANCIAL AWARENESS FOR MANAGERS



## About Marc Ellis Training Academy

Marc Ellis have been specialists in recruiting for the digital and Technology industries for over a decade. We believe and strongly endorse the digital initiatives that all the GCC are undergoing and support businesses & government entities in supplying some of the best skilled workforce in the region.

We have over the years combined expertise and specialist talent pool to allow us to support clients (who come in all sizes) and candidates to ensure we find the perfect match.

Since we know what the market requires, we launched Marc Ellis Training Academy to allow all people within the market in the GCC to be skilled up with the best certifications in the Technology & Digital skillsets.

We collaborate with some of the most talented and gifted trainers to offer fun, interactive and most importantly informative courses to allow people taking part to benefit from it.

**WE OFFER A RANGE OF SPECIALIST COURSES INCLUDING**

**SCRUM MASTER** BY SCRUM INC

**PRODUCT OWNER** BY SCRUM INC

**SCRUM@SCALE** BY SCRUM INC

+ MANY MORE

MARC ELLIS HAS A 100% PASS RATE OF STUDENTS TAKING PART IN OUR COURSES

# Overview of BALINCA™ Pro – Financial Awareness for Managers

## **A one-day immersive business simulation**

Understand and make connections between your role and the company's financial success.

You will manage a fictitious company and assess its financial health. Create the company's balance sheet, income statement, and cash flow. Experience turning the company around through applying strategies that you and your team create.

## **Learn the KPIs necessary to assess the health of any business.**

This workshop is intensive and the outcomes are:

- Understand every item of BALance sheets, INcome statements, and CASH flows
- Connect the dots between business strategy and financial performance
- Enhance knowledge of the fundamental KPIs
- Experience the impact of asset optimisation
- Develop the ability to assess the financial health of any business

## **What should experience this workshop**

- Non-finance managers, entrepreneurs who want to learn finance in an intuitive practical way.
- Educators who wish to transform the way finance is taught.
- Government officials who wish to apply “businessman's” mentality.



# **SHEREEN TAWFIQ**

## **Trainer Profile**

Shereen is no stranger to firsts. She was one of the first Saudi women to work in banking, back when women and men were not allowed to mix at work.

Her passion for real-world financial analysis led her to be the go-to person in her department for anyone wanting a crash course in accounting.

She was also the first Saudi woman to gain an MBA from Wharton and has acted as an advisor to the Ministry for Economy and Planning in Saudi, where she helped to embed an entrepreneurial and venture capital culture within the country.

Her experiences have forged her purpose, which is to empower women anywhere in the world to be skilled and confident in money matters.

Shereen is fluent in Arabic and English.





## MARC ELLIS TRAINING ACADEMY

### FOR BOOKINGS PLEASE CONTACT

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