Building
Financial Acumen

INCREASE YOUR FINANCIAL FLUENCY AND DRIVE PERFORMANCE

www.dukece.com
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Course Details

Through this course you will:

1. Learn to speak the language of finance
2. Identify financial levers and drivers to influence your business real-time
3. Learn and practice applying key financial concepts and tools such as:
   - Cornerstones of Value Creation
   - Key Value Drivers
   - Financial Statement Analysis
   - Cash Flow Cycle
   - Income Statement
   - Balance Sheet
   - Selling a Business Case
   - Time Value of Money

The Experience

In each module you will:

- **WATCH**
  View 5-8 minutes of video by Joe Perfetti

- **READ**
  Reinforce the learnings with supplemental articles and reports

- **APPLY**
  Try it out with a practical application exercise

- **ASSESS**
  Test your understanding with a short quiz

Expect a time commitment of 60 to 90 minutes per module, or a total time commitment of 8 to 12 hours for 8 modules.

Cost: $299 per person

For more information contact Mara Green at mara.green@dukece.com