



# Business Finance for everyone.

08.00-18.00 June 21<sup>st</sup> 2019 Geneva

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Learn Business Finance in a fun-filled and intense day

Highly popular business simulation Apples & Oranges™ by Celemi  
One day interactive seminar, working in small groups.  
Location: Rue de Lausanne 44 Geneva  
Language: English  
Cost 700 CHF. Lunch, venue and coffee included.

Register May 31<sup>st</sup> latest for early bird fee. Register online [www.hybrid-experience.com](http://www.hybrid-experience.com)

## Business Finance competency helps you thrive in digitalization and transformation.

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Market dynamics are driving an increasingly higher pace of change in organizations and companies across industries. For you, and your organisation to thrive in this environment, and deliver the revenue growth and profit, everyone in the organisation need to be self-driven. Everyone needs to be able to take initiatives, make decisions, collaborate efficiently and contribute to the strategy of the company. For this to be possible, everyone needs a fundamental understanding of how value is created for the company, and how operational decisions and actions impact value creation. This is business finance!

## Gaining new perspectives on how you create value in the organisation.

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During this seminar you will gain new perspectives and deeper understanding of how to create value for your organisation through your job. You will understand key financial concepts and vocabulary, and the financial impact of operational decisions and actions. After the seminar, you will feel more comfortable engaging in conversations about finance with any stakeholder and understand financial communication better.

## Who is this valuable for?

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This training is designed for all professionals at any level of the company, and in any function of the organisation. There is no pre-requisite knowledge required for the seminar. The training is focused on a manufacturing business model, but the underlying knowledge is relevant (and easily transferrable) to any other business models.

My Name is Victor Svensson, I am the founder of The Hybrid Experience, and I will be facilitating this seminar.

If you have any questions, you are welcome send me an email at [victor@hybrid-experience.com](mailto:victor@hybrid-experience.com) or to call me on +41782097833. You can also find a lot more information about this seminar on [www.hybrid-experience.com](http://www.hybrid-experience.com)



The Hybrid Experience

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