

The Professional Reporting Masterclass Programme

In-company and open programme options

A bespoke development programme
dedicated to corporate reporting

A good quality report based on clear strategic understanding correlates with lower capital cost, reduction in share price volatility and even stock market out-performance.

Your organisation's Annual Report is a critical asset

The benefits of a good quality report based on clear strategic understanding cannot be over-stated. But corporate reporting is an increasingly complex process, subject to ongoing regulatory intervention and high expectation.

There are very few really expert external advisers out there. And there has been little specific training and personal development for the executives involved.

Until now.

The Professional Reporting Masterclass Programme

We have designed our innovative Masterclass Programme to equip you and your organisation to meet the demands of modern report production. It will deepen your technical and regulatory knowledge, and empower you to break down silos within your organisation, build a strong team and control your projects more effectively.

We offer two options: bespoke in-company sessions or an open programme.

Either, select from the five distinct modules to meet the specific needs of you and your team, and we'll deliver them in-company. Or, if you wish to learn from others and develop new knowledge collaboratively with other reporting teams, then our 2017 schedule of open programmes will suit you.

The Masterclass Programme will demonstrate the value of great reporting and turn report production from chore into rewarding project with clear and far-reaching benefits for your organisation.

The Five Masterclass Modules

Masterclass 1:

Strategic fundamentals

- The Annual Report SWOT
- Strategic thinking for strategic reporting
- Demonstrating performance
- Intangibles and value drivers

Masterclass 2:

Strategy complexities

- Risk reporting
- Sustainability – an alternative approach
- Developing strategy content

Masterclass 3:

Governance: from compliance to insight

- Compliance as a start
- Insight as a result
- Wrestling with Remuneration

Masterclass 4:

Communication

- The investor perspective
- Meeting the narrative challenge
- Exploring frameworks

Masterclass 5:

Creating the document

- Getting the most from your advisers and suppliers
- Putting it all together
- Making it happen

Benefits for your organisation

An effective in-house team is essential to producing a good report.

The Masterclass Programme provides authoritative, rigorous and technical training for the executives involved in your organisation's reporting. The resulting expertise will allow your organisation to access all the benefits of a good report, such as:

- Reduced share price volatility
- Lower cost of capital
- Clear demonstration of strategic literacy
- Increased confidence of key stakeholders

Benefits for you

Whether participating in-company or in an open programme there are distinct benefits for you personally.

Working with your company's Annual Report you will gain fresh insight into the plethora of technical and regulatory issues. You will also gain new knowledge of management issues and techniques essential to effective corporate reporting.

An in-company bespoke programme will enable more effective collaboration within the virtual multi-functional team that comes together annually to produce your Annual Report – and with it a greater sense of personal engagement.

At our open programmes you will learn from peers in other sectors and from their experiences. You will develop knowledge collaboratively, considering and discussing how the issues relate within your organisation.

Either option will provide the potential for CPD accreditation and membership of a mutually supportive network of experts and alumni.



Biographies

The Masterclass Programme Leaders



Ian McDonald Wood MBA
Managing Director,
FutureValue

Ian is the driving force behind the ten-year FutureValue Strategic Value Research Programme. Boards and senior executive teams across many sectors have valued and benefited through his counsel and expertise on corporate reporting, business strategy, marketing, innovation and finance for more than three decades. Ian has published extensively on business futures and leading-edge management topics. He has an MBA from Cranfield and is a Fellow of the Institute of Chartered Accountants. He is also a former Chairman of the Strategic Planning Society.



Neville Wells
Managing Director,
Bridgewell Corporate Communication Ltd

Neville has a unique blend of experience and capability within the corporate reporting arena developed over 27 years, working with over 120 reporting organisations (35 FTSE100 or equivalent). He spent half this time in-house in corporate communications up to director level; the rest has been in consultancy on reporting strategy, content and compliance in the UK, Europe and further afield. Constant regulatory change has meant his knowledge, skills and experience are much in demand and he has a particular specialisation in corporate governance.

For more information

Web: futurevalue.co.uk/reportingmasterclass

Tel: 01264 790187

Email: contact@bridgewellc2.com

South Park, Great Shoddesden SP11 9FU

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