Executive Finance

Pro"fresh"ional Development | Strategic Consulting | Thought Leadership

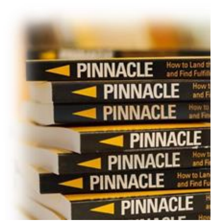
We are **Blair Cook CPA, CA CPA (Ill) MBA**, **Jen Nicholson CPA, CA and Gerald Walsh CPA, CMA MBA**. We are innovative authors, speakers, public accountants, executives, and corporate directors working across diverse industries. We also happen to both possess a passionate interest and extensive background in professional and executive education.

Our **passion** and our **mission** is *to develop and deliver professional development that engages and educates financial professionals and executives to meaningfully improve workplace performance*.

Our diverse offerings deliver on this mission by:

- **Surveying** the latest thought leadership supplemented with our own thinking and experiences on topics of interest and importance to financial professionals.
- **Engaging** our audience to actively participate in their own learning and development using interactive cases and peer discussions.
- **Providing tools and methodology** that participants take away from their sessions and apply in their everyday workplaces.

We offer content through multiple platforms. Whether you want to book us to deliver professional development or keynotes in person, or instead prefer to leverage technology through webinars, virtual classrooms, or e-learning. We are currently working with seven Canadian provincial CPA institutes and through several US partners delivering highly relevant content across North America and around the world.



Everything in this document is intended for easy copy/paste into your existi offerings. We look forward to working with you and please let us know how members.

Blair, Jen & Gerry

"I thoroughly enjoyed Blair and Jen! Please bring them back for future conferences!"

"I would go to any course these two taught."

"Loved the energy of the speakers! They were a great team! The day went by so fast!"

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Professional Bios

Blair Cook CPA, CA CPA (Ill) MBA

Blair is a many-time corporate director, CFO, author, speaker, educator, innovator, and thought leader. His educational videos of accounting and finance have million of views on YouTube. He has keynoted and spoken at national conferences from New York to Toronto. Along with Jen, he co-hosts CPA Canada's podcast series "CPA Success Podcast." He works with real businesses to experiment with theories and practices developed both in the academic and real world. He then shares these experiences and stories with others of what works, what doesn't, and what was learned. He is the author of *The Illiterate Executive: An Executive's Handbook for Mastering Financial Acumen.*

Jennifer Ross Nicholson CPA, CA

Jen is a dynamic financial professional with over 20 years of leadership experience in public practice, academia and industry. Jen is the co-host of CPA Canada's podcast series "CPA Success Podcast." Jen brings to the classroom a broad skill set and experience in all key facets of an organization including operations management, strategic planning, business development, finance, accounting, investor relations, human resources, and project management. Jen has a passion for making finance more attainable, whether it's working to articulate strategy in a financial context, bringing clarity to financial communication or teaching accounting to university students. Jen's career epitomizes the diverse experiences and roles that CPAs play in industry – from financial to operational leadership.

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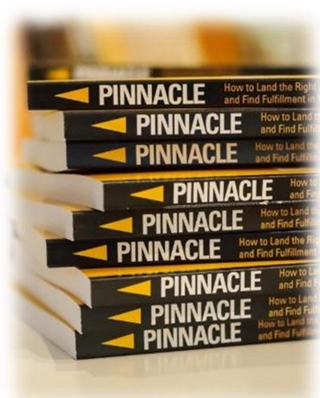
Gerald Walsh, CPA, CMA MBA

Gerald Walsh is an executive recruiter, career coach, author, and speaker. As one of Canada's most experienced executive recruiters, he has interviewed over 15,000 job candidates and completed thousands of executive search assignments at the management and professional levels. He has consulted with a wide range of organizations including not-for-profits, municipalities, major corporations, owner-managed businesses, governments and NGOs, and professional associations.

He has written widely on careers, managing people and leadership. He is the author of PINNACLE: How to Land the Right Job and Find Fulfillment in Your Career. He also the Executive Recruiter in Residence for the Corporate Residency MBA Program at Dalhousie University and writes a weekly blog The Career Advisor which is distributed to over 10,000 subscribers.

Prior to founding his firm, Gerry worked in several industries including construction, technology and commercial banking. He is a professional accountant (CPA, CMA) and holds a Bachelor of Commerce and an MBA. He has also completed the Not-for-Profit Governance Program offered through Institute of Corporate Directors.



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Our Library of Live, Virtual, and E-learning Courses

By far, our most effective sessions happen we engage with participants in group sessions. We deliver proprietary in-person professional development across the country. Abstracts for each session are provided in the pages that follow for you to copy/paste into your PD calendars.

In-person professional development*	Duration	Presenters
Ethical Intelligence and the ANTE-up Methodology for Changing Corporate Culture	½ day CPD Seminar	Blair &/or Jen &/or Gerry
Elevate Your Executive Presence	1 day CPD Seminar	Blair & or Jen &/or Gerry
How to Land a Job You Love and Find Fulfillment in Your Career	1 Day CPD Workshop	Gerry
Today's CFO Tomorrow Leadership Development: Embody the Modern Role of CFO	2 days CPD Program	Blair &/or Jen
Behind Board Room Doors: Become a More Effective Executive/Director	1 day CPD Course	Blair &/or Jen &/or Gerry
Developing and Delivering Powerful Presentations for Financial Executives	1 day CPD Workshop	Blair &/or Jen
Professional Skepticism : A Questioning Mindset to Address the Risk of Fraud and Error	1 day CPD Workshop	Blair &/or Jen
Your First 100 Days as CFO	½ day CPD Seminar	Blair &/or Jen
Financial Modelling Using Excel	½ day CPD Workshop	Blair
Finance for Non-financial managers	½ day Seminar	Blair &/or Jen

*Any of these topics can be truncated to fit conference or PD calendars, however, they cannot be stretched longer.

Virtual classrooms are interactive webinars where participants work along side the instructor to develop specific skills.

Virtual Classroom Offerings	CPD/CPE	Presenter(s)
Mastering Capital Budgeting	2 hours hands-on with Excel	Blair
Mastering PowerPoint 2016	2 hours hands-on with PowerPoint	Blair and/or Jen
Learn Accounting Principles FAST	2 hours hands-on using Excel	Blair and/or Jen
Learn Corporate Finance Principles FAST	2 hours hands-on with Excel	Blair
Presentation Skills for Financial Executives	2hours hands-on workshop	Blair and/or Jen

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Our **e-learning PD courses** have been developed to both Canadian CPD and NASBA standards for US CPE.

Course title [copy to your catalogue]	CPD/CPE*	Direct URL link
Mastering Your Ethical Intelligence	4	https://executivefinance.teachable.com/p/ethical-intelligence
6ExY: Mastering the Six Traits of Executive You	5	https://executivefinance.teachable.com/p/six-traits-of-executive-you
Financial Modeling Using Excel	1.5	https://executivefinance.teachable.com/p/envision-the-future-financial-modeling-using-excel
Fraud in the Workplace	1	https://executivefinance.teachable.com/p/fraud-in-the-workplace
Corporate Finance Principles	1.5	https://executivefinance.teachable.com/p/corporate-finance
Rethinking the Boardroom: Make Your Board a Point of Competitive Advantage	1.5	https://executivefinance.teachable.com/p/behind-boardroom-doors
Powerful PowerPoint Presentations	1.5	https://executivefinance.teachable.com/p/powerful-powerpoint-presentations
Presentation Skills for Finance Professionals and Executives that Make an Impact	1.5	https://executivefinance.teachable.com/p/presentation-skills
Your First 100 Days as CFO	1.5	https://executivefinance.teachable.com/p/100-days
Capital Budgeting: Analysis that Improves Long-term ROI	1	https://executivefinance.teachable.com/p/capital-budgeting
Master Capital Allocation	1.5	https://executivefinance.teachable.com/p/master-capital-allocation
Best Practices for a Quicker Financial Close	1	https://executivefinance.teachable.com/p/fast-close
Thinking and Acting Strategically as CFO	1	https://executivefinance.teachable.com/p/corporate-strategy
Financial Analysis: Reading Financial Statements like a Pro	1.5	https://executivefinance.teachable.com/p/financial-analysis
ERP - What Every CFO Should Know About Implementing a New ERP	1	https://executivefinance.teachable.com/p/erp
Change Management: Being A Catalyst CFO	1.5	https://executivefinance.teachable.com/p/managing-change
Competency Mapping in the Office of the CFO	1	https://executivefinance.teachable.com/p/competency-mapping
Financing Strategy: Tips for Sourcing Capital	1.5	https://executivefinance.teachable.com/p/financing-strategy
Risk Management	0.5	https://executivefinance.teachable.com/p/risk-management
The Credible CFO: Driving Growth & Delivering Predictability	1	https://executivefinance.teachable.com/p/credible-cfo

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**Executive Finance Partners Inc. is not a registered distributor of CPE with NASBA. However, our content has been designed, tested and distributed in the US market to US CPA's through strategic partnerships is the US. Contact us for more information on how to acquire CPE credits through one of our partners.*

Our e-learning on-demand courses can be viewed at https://executivefinance.teachable.com/

We offer a 25% off all courses to CPA Members who are referred through association calendars. Contact us to discuss how this work and the options you have for including these courses in your catalogues. We can also offer revenue sharing agreements with strategic partners.

Webinar, concurrent session and keynote presentations:

Blair, Jen and Gerry are asked to speak regularly on various thought leadership topics of relevance to financial professional in industry and public practice. A sample of recent presentations have included:

- Professional Skepticism – A Questioning Mind (Collins Barrow, Sobeys, CPA Manitoba, CPA Newfoundland)
- 6ExY: Six Traits of Executive You (CPA Newfoundland, AC Group)
- The CFO's Guide to Successfully Scaling a Growth Company (Proformative, Illumeo)
- Best Practices for a Quicker Financial Close (Proformative, Illumeo)
- Driving Growth and Delivering Earnings Predictability as the CFO (Proformative, Illumeo)
- On Becoming CFO: It's About the People (Keynote for: FEI, Atlantic Risk Managers, various CPA institutes)
- Modern Competency Assessment in the Office of the CFO (Proformative)
- Becoming the Credible CFO (Proformative, CPA Manitoba)
- Advanced Capital Budgeting: Analysis that Improves Long-term ROI (Proformative, Progressive Conferences, Illumeo, Lorman)
- The Role of Finance in the Boardroom (Proformative)
- CFO to Chief Trusted Advisor: Earning that Role with Your CEO (Proformative)
- Talking Strategy with Your Clients (Proformative, AC Group, CPA Manitoba, Starting Point Conference SMU)
- Your First 100 Days as CFO (Proformative, CMA Nova Scotia)
- Financing Strategies for Your Clients (Proformative, AC Group)
- Fraud Awareness and Prevention (Proformative, AC Group, CPA Manitoba)
- Financing Strategies in Difficult Situations (CPA Manitoba)
- 10 Skills that Differentiate Financial Executives (Proformative Conference New York)
- Reducing the Time to Revenue: How Finance Can Lead the Way (Proformative)
- Powerful PowerPoint Presentations (Illumeo, Compliance IQ)
- Developing Highly Engaging E-learning Training for Financial Professionals (Proformative)

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- Building a Financial Model of Your Business (Starting Point Conference SMU)
- Ethical Intelligence (AC Group)
- Getting on Boards (AC Group)
- Planning and Implementing Your Next Cloud Based ERP (Illumeo, Proformative)

Many of these sessions have been developed in conjunction with our clients who have ideas about topics they would like included in their calendars or conferences. From there, we will research the topics and develop presentations to meet those learning objectives. So, if you've got a training need, we are happy to roll up our sleeves and do the research to aggregate the latest and greatest thinking on any topic you have in mind.

PD COURSE ABSTRACTS

Strategic partners can use the text to populate their own catalogues and contact us to schedule presentation dates.

Contact: Blair@ExecutiveFinance.ca 902 401 5237

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Ethical Intelligence and the ANTE-up Methodology for Changing Corporate Culture

Abstract:

No matter how much it is talked about and regulated, ethical collapses continue to plague organizations across all sectors. Culture is the DNA of every organization and changing it is hard. It’s doubly challenging when the organization and its people lack a sense of ethical intelligence.

Throughout this session, you will learn how to think differently about ethical dilemmas using ethical intelligence. Understanding ethics is not complex, but practicing it in all we do is the challenge. Ethical decay happens almost subconsciously and left untended can lead to perilous situations involving fraud, reputational loss, and personal embarrassment. You will explore ethics from both the perspective that good ethics protects and safeguards, but more importantly how ethical intelligence leads to better managed businesses.

Finally, you will move beyond personal ethics to how ethical intelligence can be embedded in organizational culture. We will look at cases throughout the course that illustrate ethics at a personal and organizational level. A culture that is based on Authentic leadership, Nimble workforce, Transparent information, and Ethical conduct. It’s time to ANTE-up!

Who Should Attend: ****This session will qualify for the ethical CPD requirements.***

All financial professionals can benefit from a higher level of ethical intelligence.

Presenter(s):

Blair, Jen and Gerry are both many time executives and corporate directors who have researched and interviewed experts in the field of ethics. As specialists in turnaround situations, they have both observed and experienced the role ethics plays in the decay and subsequent resurrection of under-performing organizations.

Topics Outline:

- Identify the signs of a toxic corporate culture and identify ethical dilemmas
- The principles that guide our ethical mindset, also referred to as Ethical Intelligence
- Work through the ANTE-up features of culture to reinvigorate culture and ethical behavior
- Develop an step-by-step approach for changing your corporate culture
- Answer the question of whether the ethical enterprise can become a point of competitive advantage

The Executive Finance duo, Jen and Blair, recently presented to our finance team on Executive Presence. We learned and we laughed. We are very much looking forward to planning our next in-house session. – Elizabeth McEwen, CFO of CFFI Ventures

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Elevating your Executive Presence

Abstract:

The difference between a strong financial professional and a strong financial executive often comes down to executive presence. Executive presence is an essential suite of soft skills that makes you promotable or gets you an executive appointment. Executive presence are traits that make you an influential advisor and leader at the top and across the organization.

In this session, you will learn how to develop these traits to enhance their own executive presence. You will walk through 6 traits of executive presence, what we call the 6ExP. You will raise your own level of self-awareness and develop strategies and tactics to immediately help you and your ideas get noticed.

Who Should Attend:

Career-minded financial professionals working in senior roles or looking to grow into senior management positions.

Presenter(s):

Blair, Jen and Gerry are both many time executives and corporate directors. They coach and mentor finance professionals and executives to position individuals and the finance function as de facto advisors with other executives, the CEO, and the board of directors.

Topics Outline:

- Understand the skills that build and erode Executive Presence
- Improve your communication skills
- Build your confidence and overcome your own imposter syndrome
- Build your own personal brand
- Raise awareness of your own social and emotional intelligence
- Build stronger teams and deeper relationships
- Improve your personal resilience and get your voice heard

Congratulation Blair & Jen for your well researched and well presented course…As a former CFO and currently a serving Corporate Director, you reinforced how important executive presence is and provided great tips on how to find your voice at the boardroom table. I would highly recommend this online course for Executive Leaders and Corporate Directors as part of their continuous learning. Thank you! – Deborah Rosati, FCPA, FCA, ICD.d Founder of Women Get on Boards
I really enjoyed yesterday, especially the executive presence section and would definitely be interested in a follow up session. It really had me thinking about my future and helped clarify my goals now that I am finished the CPA program. – participant from CFFI Ventures

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How to Land a Job You Love and Find Fulfillment in Your Career

Have you ever thought of your career like a business? You should. It has assets and liabilities, generates revenue, and requires investment. It has customers and competitors. It has a life cycle and goes through ups and downs. And most important, it requires sound planning and careful execution.

Whether you are trying to get launched on the right career path, move up the corporate ladder, or find more meaningful work, this one-day course will help you get on the right track. You will learn how to develop a career plan, build your toolbox, conduct your job search, manage the interview, and negotiate a job offer.

Who Should Attend:

Early-to-mid career professionals seeking to advance their careers.

Presenter:

Gerald Walsh, CPA, CMA is an executive recruiter, career coach, author, and speaker. As one of Canada's most experienced executive recruiters, he has interviewed over 15,000 job candidates, completed hundreds of successful searches at the management and professional levels, and guided many individuals – from young professionals to senior executives – to successful career change. He is the author of *PINNACLE: How to Land the Right Job and Find Fulfillment in Your Career* and writes a weekly blog *The Career Advisor* which is distributed to over 10,000 subscribers.

Topics Outline:

- Identify your ideal job.
- Craft an effective and powerful resume that stands out from others.
- Develop a search strategy that will lead to more and better job opportunities.
- Penetrate the "hidden" job market.
- Prepare for and manage the toughest interviews.
- Negotiate a fair and competitive salary.
- Transition successfully into your new job.

Recent Testimonial:

Thank you so much for the fantastic course. I thoroughly enjoyed the course content, your helpful hints and words of wisdom, and making some new connections. You have given me the push I needed to take some action. – Martha

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Today's CFO Tomorrow: A CFO Leadership Development Experience

Abstract:

This two-day program blends a mix of hands-on learning activities with presentations of some of the latest thinking and research on various executive competencies for those aspiring or residing in the office of the CFO. The modern CFO is increasingly making strategic and leadership contributions, without losing any focus on the financial and management reporting roles they already embody. Get first hand experience role-playing as CFO of a fast growing company. In doing so, you will experience, feel, and learn first hand how to work through challenging situations that go beyond financial and technical skills.

Who Should Attend:

Financial professionals who have achieved or aspire to achieve leadership roles in the finance function of their organization.

Presenter(s):

Blair and/or Jen are both seasoned CFO's working across diverse industries and businesses. They are both thought leaders specializing the matters of interest and importance to the Office of the CFO.

Topic Outline:

1. Understanding the competencies of the modern CFO
2. The first 100 days as CFO
3. The CFO's role in facilitating development of strategy and execution
4. Managing risk to deliver on strategic objectives
5. Helping the Board and the Audit Committee meet their fiduciary responsibilities
6. Capital allocation: the highest purpose of the CEO and CFO?
7. Building a finance function and developing a highly productive team
8. Managing change without stressing out the organization
9. Business process improvement
10. Delivering killer presentations
11. Protecting the organization from occupational fraud

Recent testimonials:

- *"Very effective presenter. Group work was very beneficial in relaying topics discussed."*
- *"Highly energetic, motivated leader."*
- *"Great at keeping people interested and mixing professional with interesting."*
- *"The material coupled with the real-life, relevant examples provided by the instructor go a long way in helping with CFO leadership and decision making development."*

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Behind Boardroom Doors: Become a More Effective Executive/Director

Abstract:

This one-day course uses a blend of case-based learning with presentations of thought leadership on achieving governance excellence in any organization - be it in a non-profit, government, private, or public entity. Learn how the boardroom functions and become a more effective director and/or executive supporting a Board of Directors. A strong Board of Directors presents any organization with the opportunity to achieve a point of competitive differentiation, yet sadly, the reality is just the opposite - boards that are overly cautious and caught up in the semantics of governing. Executives and directors should be working cooperatively to maximize the contribution of their board and individual directors. These collective talents can meaningfully improve strategic management, leadership development, and organizational performance.

Who Should Attend:

The target audience for this course includes: senior financial professionals, directors, and executives who serve on or for a Boards of Directors.

Presenter(s):

Blair is a many-time Corporate Director serving on the boards of a number of Canadian public companies and non-profit organizations. Jen and Gerry serves on numerous non-profit and private company organizations and experienced first-hand the challenges of maximizing the contribution of a group of peers. Jerry holds and ICD designation.

Topics Outline:

- Constitution of the Board and the roles of directors and management
- The 4 board leadership roles of Governance Advantage™
    - The RECRUITER: Getting the right people involved
    - The CONDUCTOR: Discussing what matters
    - The INFORMER: Communicating what matters
    - The FACILITATOR: Deciding on what matters
- The Board's role in strategic and risk management, leadership development, succession planning and capital allocation.

This was a very informative course, detailing the activities of the board, and how the interaction of the directors occurs, both with and without management. - Keith Johnson (Director SOX Compliance at Waterjet Holdings)

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Developing & Delivering Powerful Presentations for Financial Professionals and Executives

Abstract:

In almost every survey of professional skills most lacking in the finance function of today’s organizations are those all-important presentation and communication skills (written or oral). Let’s face it, financial professionals are confronted with unique challenges of communicating vast quantities of complex information, which unfortunately, may not be as exciting to others as it is to us in finance. It does not have to be this way. By the end of this course, you will have command of the tools, knowledge of the principles, and tips to make your next presentation as engaging and memorable as any TED Talk. This will be a hands on workshop where you will learn how to maximize the use of PowerPoint as the visual aid it was always intended to be. Participants should bring their laptop to this event.

Who Should Attend:

Any financial professional who want to greatly enhance their ability to communicate and present across of broad audience.

Presenter(s):

Blair and/or Jen are both professional presenters who have done the research into what makes for an effective presentation. They’ve taken this research an applied it to the challenges of finance.

Topics Outline:

- Principles of persuasion
- Structuring presentations
- Making presentations engaging and improving retention
- Story telling and its importance
- How to present with confidence and poise
- Building PowerPoint visual aids that amplify your message
- Fancy PowerPoint features that WOW!
- Developing your 60 second elevator pitch

- *“Most engaging session I have ever participated in and can’t believe I wasn’t mentally drained after about 6.5 hours in class time…they did great.”*
- *“Rockstar quality! This course adds a number of concepts I can use for financial presentations.”*

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Professional Skepticism : A Questioning Mindset to Address the Risk of Fraud and Error

Abstract:

Concerned about corporate fraud or errors that may elevate audit risk if you are an auditor or reporting risk if you are an accounting professional? There is no shortage of audit and corporate failures to reference and in this session, participants will actually relive some of the most notorious cases through interactive cases and discussions. In this highly interactive session, participants will learn how to apply professional skepticism in a practical context both from the perspective of the auditor and the manager. All financial professionals benefit from enhanced skepticism.

Professional skepticism is often sited by regulators around the globe as a primary factor leading to corporate and audit failure. In some of these instances, these failures are attributed to fraud and in others, it's a result of carelessness, incompetence, or even irrational exuberance. Skepticism identifies and challenges information with a questioning mindset helps uncover risk and results in more disciplined and accountable staff.

Who Should Attend:

This session has been used by both national accounting firms as well as small and large businesses to train all levels of staff to develop a strong sense of Professional Skepticism in both the audit and corporate context.

Presenter(s):

Blair and Jen both have years of public practice experience. They have both taught auditing principles at various universities in Canada and in the professional accounting program for over two decades.

Topics Outline:

- Challenges for applying professional skepticism in today's environment
- Recognize and overcome personal biases and judgement traps that blind us to fraud/errors
- Identifying situations where skepticism must be elevated in audit and management situations
- Apply the M&M Matrix to client acceptance and continuance issues and avoid litigious situations
- Apply the FILED framework for improving the execution of skepticism fundamentals
- Raise awareness of the frequency and severity of the most common fraud scenarios
- Attack fraud proactively by establishing an anti-fraud control framework

"Blair really made the presentation interesting and enjoyable by inserting some fun stuff...it was not boring...and Blair is extremely knowledgeable..."

"Role-playing exercise was an excellent practical example of how professional skepticism affects audit planning, execution and opinion formulation. Those of us who were assigned management roles obtained a better appreciation of the need to carefully build and defend our technical positions to the auditors. An excellent communications challenge all round."

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Your First 100 Days as CFO

Abstract:

You've made it to the Office of the CFO, but now what? In this session, we will navigate the transition from manager to executive and walk through the first 100 days on the job. The skills that made you successful as a financial professional are not the same skills as those that will make you successful in your new role as a financial executive. Develop a new perspective and an approach to get launched on the right footing to establish credibility, assess your team, and prioritize your action plan.

Who Should Attend:

Financial executives and aspiring financial executives who want to be successful in their role as a financial executive.

Presenter(s):

Blair and Jen are both a many-time CFOs and have been through the executive onboarding process many times during their career. They both study and share best practices and leading thinking about what any executive, both new and old should be considering.

Topics Outline:

- Getting the right team in place
- Competency assessment in the office of the CFO
- Assessing the maturity of your finance function
- Developing the mandate and mission of finance
- Establishing credibility with key stakeholders
- Transforming the finance function

While - as Blair even says - this course may be considered fairly high level, it's a great overview and very clearly and succinctly delivered. As a CFO myself, I found it a wonderful refresher/reminder on key things I need to be considering as I step into a new organization. Thanks, Blair! - Ed Schaffer (CFO at Rimini Street, Inc.)
I'm becoming a big fan of Blair Cook! Interesting, specific, relevant information for CFOs or other financial leaders in business presented in an engaging manner. Well done! - Monte Smith, CMA (Controller at Gerding Companies, Inc)

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Financial Modelling with Excel

Abstract:

Learn how to use Excel to build a financial model of your business. These skills are transferable whether you are asked to prepare a financial projection, a cash, capital, or operating budget, or a business model of your organization to support a strategic plan. This hands on workshop will walk you through some best practices and theoretical considerations when using Excel to prepare financial analysis to support management decision making.

Who Should Attend:

Financial professionals, financial analysts, controllers, finance advisors. This is a hands on session and participants should bring their laptops.

Presenter:

Blair is a bit of finance junkie and has fulfilled the role of financial analysts for several large public and private companies during his career. In this workshop, he will show you a few tips and traps when it comes to preparing a financial model in Excel.

Topic Outline:

- Preparation of capital budgeting using Excel
- Discussion of decision analysis using Excel (monte-carlo analysis and preparing tornado charts)
- Preparation of financing analysis (lease versus buy, future cash flow)
- Preparation of a complete financial projection using Excel
- Tips and traps for building Excel integrity into your financial model

"Fascinating topic. Very well presented in understandable terms. Thanks!" – webinar participant
"I am a finance professional who has worked in this field for many years and I think Blair is one of the best presenters I have ever had the pleasure to listen to - great job." – webinar participant
I have listened to may instructors in my CPA CPE quest, this go round. There were several very good courses and presentations available, but Mr. Cook is the most captivating liveliest and most knowledgeable in the of all I have heard - Dennis R. Callahan (CFO, Financial Reporting, Budgets, Inter.. at CFO Services | Fractional CFO, Financial)

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