

# Acus Consulting & Alberto Calva – Executive Education 2012

*“Training executives for more than 20 years”*

## Acus Consulting.

The expertise professional field is in corporate finance, economy and strategy. Within this field the projects are centered in numerical analysis, long term evaluations, profitability and economic value creation in the firm, business financial and strategic analysis, risk analysis and decision making. Our differentiation is a business and entrepreneurial approach of the projects, positioning ourselves as if we were another investor and as part of the decision making team.

In our search for sharing our knowledge, we deliver seminar programs with which we engage a dialog with the top and middle management of a company. It is a principle that our seminars must fulfill two basic characteristics: to be in a very high level regarding the knowledge we are sharing and to share knowledge that is in accordance to the reality of each of our clients so that they can take a real value back home.

## Executive education seminars.

- Finance for Non Financial Executives. To present the financial concepts every executive needs for reading and analyzing financial information, for translating strategy into operations and as a support for decision making. Among others, concepts like profit, cash flow, liquidity, leverage, profitability and economic value added are analyzed.
- Advanced Financial Analysis. To use the information in the company's financial statements, financial ratios, cash flow and economic value creation in the company's analysis.
- Investment Project Evaluation. To provide the knowledge regarding the financial evaluation tools and its use to make the right selection on a capital budgeting decision, as well as in any long term decision, either investment or financing.
- Cost Analysis for Decision Making. To provide tools for the managerial analysis of the relevant information of cost and budget accounting.

## Executive education seminars.

- Economic Environment. To provide basic and theoretical concepts for the executive to be able to understand the economic information that he or she reads or hears every day.
- Economic Value Added EVA®. To understand different ways to measure profitability and analyzing the elements that can help create economic value in the firm (EVA®).
- Valuation of Companies. To provide the knowledge regarding the basics on how to determine the economic value of a running business.
- Strategic Planning. To provide participants with the foundations and general methodology to prepare a strategic plan, in order to have them understanding the management of a business.

Alberto Calva is a business consultant and an entrepreneur. He founded Acus Consulting in 1989. His services are business consulting, executive education and conference lecturer. He has trained close to ten thousand executives and entrepreneurs from more than twenty different countries in the last twenty five years.

He has more than twenty years of experience in business as an executive, a board member and as an entrepreneur. Within these years he had successfully managed his company through four macroeconomic crises. When starting his career, he was part of the executive team that avoided the bankruptcy of a manufacturing company.

He holds a Bachelor's degree in Industrial Engineering, a Master's degree in Economics, an MBA –with mayor in Finance- and is a PhD candidate. He has been a part time professor in two leading graduate business schools since 1989. He wrote and published a book (“What Every Manager Should Know About Finance”). He has written more than 400 articles on finance and business.

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