



# One Day MBA for Lawyers

**LIVE PROGRAM**

**January 27, 2011**

9:00 am – 4:00 pm

Law Society of Manitoba  
219 Kennedy Street  
Winnipeg

**No Webcast or  
Video Replay Available**

## Who Should Attend

The core disciplines of accounting, corporate finance, financial statement analysis and valuation heavily influence today's business decisions. Mastering skills in these four areas is important for all lawyers, but will be particularly valuable to corporate lawyers, securities/corporate finance lawyers, corporate counsel, litigators, bankruptcy lawyers and lawyers who represent business clients.

## About the Program

Today's corporate and commercial lawyers require advanced business proficiency so they can speak the language of their clients – the language of corporate finance. Clients expect lawyers to bring not only their legal skills to the table, but also their understanding, judgement and advice concerning business operations and critical business decisions. **One Day MBA for Lawyers** is designed as a crash course in key concepts and models taught in business schools. By increasing your understanding of financial statements, business valuation, and the impact of a financial decision on a business' strategic and marketing goals, you will enhance your ability to move beyond legal advisor and become a trusted business advisor to your clients. The principles are constant and apply to family businesses as well as multinationals, and the program's interactive case-method approach lets you instantly apply your learning to a real-life problem so you can use your new skills that same day.

## Program Agenda

**8:30am-9:00am • Registration and light breakfast**

**9:00am – 10:30am**

### **Real World Business Valuation – An Overview**

Firm up your grasp of the business valuation process so you can better understand and question quantitative assumptions and methods on behalf of your clients.

- How valuation is used by financial analysts to determine the price of a business being bought or sold
- Why the same valuation tools are often used by business appraisers to resolve disputes related to estate and gift taxation, and divorce litigation and partners' buy-sell agreements
- How the *reason* for the valuation and an understanding of current economic conditions play a key role in the process  
*Case analysis*

**10:30am-10:45am • Break**

**10:45am – 12:00pm**

### **Financial Statements**

Learn practical techniques for reading financial statements that will help you spot vital financial and legal issues

- The balance sheet, income statement, and cash flow statement
- The relationship between the three main accounting statements
- How to read each statement and what they reveal about a company's health
- How to read notes to the financial statements and what these say about a company's "reporting personality"
- The meaning and limitations of Generally Accepted Accounting Principles (GAAP)  
*Skills development exercise*

**12:00pm – 1:00pm • Lunch (on your own)**

**1:00pm – 2:30pm**

### **Financial Analysis – Income, Asset & Market Approaches**

Explore techniques and tools used for business valuation

- Understanding the relationship between cash flow and profit (income)
- How present value can be used to value any financial asset, including businesses
- How and when to use Asset-based and Market valuation methods

- How companies manipulate statements and results, and which statement is the most reliable
- Reviewing and evaluating forecast data
- The 2008 financial crisis and the failure of GAAP  
*Skills development exercise*

**2:30pm – 2:45pm • Break**

**2:45pm – 4:00pm**

**Corporate Finance**

Understand different corporate funding structures and the theory of leverage, and learn key strategy/business risk analysis processes.

- Capital budgeting and how companies make project decisions
- Key frameworks used to develop corporate strategies
- The relationship between business risk and financial risk
- Identifying appropriate capitalization and funding structures
- Credit analysis: the basic concepts
- The increased use of derivative securities and credit risk  
*Skills development exercise*

**4:00pm • Wrap-up and Program Evaluation**

## About the Presenter

Shawn Wilson is a business executive and entrepreneur with over 18 years' experience managing start-up and growth companies from inception to sale. In his role as Co-Founder, Chief Financial Officer and Corporate Controller of multiple corporations, he has been responsible for all financial aspects of the company including external reporting, financial controls and acting as principle liaison between the company and its shareholders, creditors and regulatory bodies. Most recently as Chief Financial Officer for Multi-Channel Communications Inc., he raised over 10MM in equity and 12MM in debt. Shawn managed a two year revenue growth of over 35,000% earning the company Profit Magazines' No. 1 rank on their 2005 list of Canada's Emerging Growth Companies. In less than 5 years from founding he led negotiations to sell the company to a multi-national corporation. Shawn holds a Chartered Accountant designation from the Ontario Institute of Chartered Accountants. He is a frequent presenter to lawyers and other professionals on the subject of corporate finance, and is well-known for his down to earth, engaging style, and making complex concepts easy to understand. Presentation and take-away materials for this program were developed in conjunction with Lois King, MBA, Lecturer of Finance at York University in Toronto.

“Shawn offers a fresh new perspective on what business clients need from lawyers and how lawyers can add value in all kinds of situations. I wish I had taken this course before I did my business degree. Bravo!”

√ **Yes, please register me for ONE DAY MBA FOR LAWYERS • January 27, 2011**

**REGISTRATION FEE** (includes course materials, breakfast and refreshment breaks):

EARLY BIRD: Register on or before December 23, 2010 and pay \$275.00 + 5% GST = \$288.75

Register December 24, 2010 or later and pay \$325.00 + 5% GST = \$341.25

Registrant Name \_\_\_\_\_ Firm \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Method of Payment:  CHEQUE  VISA  MASTERCARD  AMEX

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**TO REGISTER:** VISA and MASTERCARD registrations and payments are accepted by phone (942-5571), fax (956-0624) or mail. Please make cheque payable to The Law Society of Manitoba and send to Legal Studies, 219 Kennedy Street, Winnipeg, Manitoba, R3C 1S8. **G.S.T. 107604357**

**REGISTRATION FEE:** Fee includes attendance, program materials, breakfast, and refreshment breaks.

**PROGRAM CHANGES:** We will make every effort to present the program as advertised but changes to speakers, content, dates and venues may be necessary. In the event of a program cancellation, our liability is limited to reimbursement of paid fees.

**REFUNDS:** For limited enrolment programs, there shall be a full refund given only if the spot can be filled. If the spot is not filled, materials will be sent to the registrant. If less than 5 working days notice is given, no refund shall be given and material shall be sent to the registrant. Registration for all programs is transferable.

*\*Seminar Partners and the Law Society of Manitoba do not share personal information relating to attendees of our programs with anyone else.*