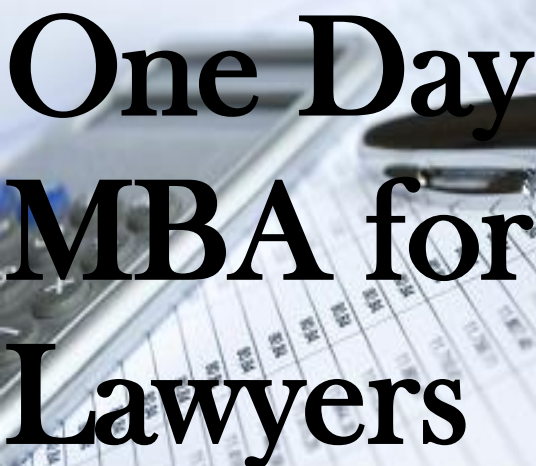


NEWFOUNDLAND & LABRADOR  
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# One Day MBA for Lawyers

**Monday, May 30<sup>th</sup>, 2011**

9:00 am – 4:00 pm

Law Society of Newfoundland & Labrador  
3<sup>rd</sup> Floor Law Society Building  
196-198 Water Street  
St. John's, NL

## 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

*Skills development exercise: Valuation*

**10:30am-10:45am • Break**

**10:45am – 12:00pm**

### **Understanding 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 GAAP and transition to IFRS

*Skills development exercise: Constructing Financial Statements from Accounting Data*

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

**1:00pm – 2:30pm**

**Interpreting Financial Statements**

Explore techniques and tools used for business valuation

- Interpreting financial statements using ratios
- Auditors and engagements

*Skills development exercise: Calculating Financial Ratios*

**2:30pm-2:45pm • Break**

**2:45pm – 4:00pm**

**Financial Analysis & Valuation Approaches**

Explore various ways to look at the financial condition of a company and present alternatives used in the determination of corporate value.

- How present value can be used to value any financial asset, including businesses
- Understanding the relationship between cash flow and profit (income)
- How companies manipulate statements and results, and which statement is the most reliable

*Skills development exercise: Closing Negotiation*

**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 • Monday, May 30, 2011**

**Four ways to Register: Registration deadline is Friday, May 27, 2011**

**By Mail:**

NL Continuing Legal Education  
P.O. Box 1028  
St. John's, NL, A1C 5M3

**By Fax or Telephone:**

(709) 722-8902 Fax  
(709) 758-0817 Tel

**By E-mail:**

cle@lawsociety.nf.ca

**Please note that payment must precede attendance.**

**Registration Form:** Please register me for the *“One Day MBA for Lawyers” seminar* scheduled for **Monday, May 30, 2011 at 9:00 am - 4:00 pm** at the Law Society Building, 3<sup>rd</sup> Floor, 196 -198 Water Street, St. John's, NL, A1C 1A9.

Name: \_\_\_\_\_

Firm and Telephone: \_\_\_\_\_

**REGISTRATION FEE** (includes course materials and refreshment breaks) HST # R108086463

**EARLY REGISTRATION:**

**If you register by 5:00 pm on Friday, April 29, 2011**

\$221.24 + 28.76 HST = \$250.00

**REGISTRATION:**

**If you register after 5:00 pm on Friday, April 29, 2011**

\$265.49 + 34.51 HST = \$300.00

*Please Note: Program content, location and date may change; a minimum number of registrants is required to proceed. In the event of program cancellation, our liability is limited to refund of registration fee received.*