G U E S T   T A L K

Romancing The Balance Sheet

A Guest Talk by
Dr Anil Lamba

A 'MUST ATTEND' SESSION FOR BUSINESS OWNERS, CEOs & ENTREPRENEURIAL EMPLOYEES.

FINANCIAL MISMANAGEMENT is the result of an erroneous belief that finance management happens only in the finance department.
The truth is that financial management is the responsibility of the entire organisation. Every action of every individual can be translated into either GOOD FINANCE MANAGEMENT or BAD FINANCE MANAGEMENT. EVERY DECISION OF THE SALESPERSON IS ACTUALLY A FINANCIAL DECISION.

SO IS EVERY DECISION OF THE PRODUCTION AND THE PURCHASE MANAGER AND EVERYBODY ELSE IN THE ORGANISATION.

Much of what happens in the finance department is accountancy.

FINANCE MANAGEMENT IS THE RESULT OF THE COLLECTIVE ACTIONS OF THE ENTIRE ORGANISATION.

In this session **DR ANIL LAMBA**, Chartered Accountant and author of the bestselling book **Romancing The Balance Sheet**, will explain his **TWO GOLDEN RULES OF GOOD FINANCE MANAGEMENT**.

His promise is that if businesses ensure that these two rules are not violated, they will not only be able to avoid most of the financial mismanagement related problems, but their business will actually flourish.

Programme Faculty: Dr Anil Lamba

Bestselling author, financial literacy activist, and an international corporate trainer, Dr Anil Lamba is a practising Chartered Accountant and holds degrees in Commerce, Law and a Doctorate in Taxation.

Dr Lamba's training programmes are held internationally, with a client list exceeding **3000** large and medium–sized corporations spread across several countries including India, the USA, and in Europe, the Middle-East and the Far-East.

His books, **'Romancing the Balance Sheet', 'Eye on he Bottom Line', 'Flirting with Stocks'** and **'Financial Affairs of the Common Man'** are making waves.

**"In fiercely competitive times, only organizations that practice Good Finance Management survive.
And this happens when everybody in the organization takes financially intelligent decisions."**