

Why Finance Matters™

Now there's a way to help your people develop the financial understanding they need to make sound business decisions and drive bottom line results.

Even individuals who find “the language of business” a bit intimidating.

It's *Why Finance Matters™*, a new Web-based education offering from BTS, one of the world's most trusted names in financial acumen.

Interactive simulations engage the learner

Why Finance Matters™ engages learners because the instruction is delivered in a story setting complete with colorful characters and full motion video. What's more, because the learning is Web-based, getting around is a simple matter of point and click.

However, *Why Finance Matters™* is much more than mere entertainment. It's eleven learning modules and associated proficiency exams address every aspect of financial acumen from understanding income statements and balance sheets, to calculating return on investment, to constructing what-if sensitivity work-ups.

In fact, one highly-regarded Fortune 50 firm uses it to train their career financial professionals.



Familiar Web-based interface makes getting around as easy as point and click. Interactive discovery learning approach makes even formidable financial concepts easy to grasp.

The perfect leadership education launch pad

Use *Why Finance Matters™* to equip your leaders with the financial know-how they need to develop business plans and budgets and make decisions that contribute to your organization's bottom line.

Already an integral part of many corporate university leadership development programs, *Why Finance Matters™* is also an ideal foundation for executive level case studies and strategic simulations – ensuring that participants of varying financial backgrounds enjoy a level playing field.

Essential for other key populations as well

Imagine if your salespeople were able to cost justify their business proposals based on an intimate understanding of a prospect's financial situation. *Why Finance Matters™* can give them the wherewithal to do so.

And for professionals charged with investing in new products and making important technology, and infrastructure commitments, *Why Finance Matters™* provides the analytic tools they need to assure your organization and its shareholders receive an acceptable return.



Don't overlook your support staff. With *Why Finance Matters™* they'll understand how to optimize the way you manage inventories, collect receivables, process transactions and extend credit to improve your cash flow and return on sales.

In fact, consider *Why Finance Matters™* for any manager or knowledge worker who needs to understand the financial impacts of their everyday decisions and the ripple effects across other work units.

Incorporate your business financials in the learning process

All of the case examples in *Why Finance Matters™* are easy for learners to grasp and apply to their own work environment.



We can also customize the learning experience to include your own organization's financials as well as terminology and key performance ratios specific to your industry, your customers and your competition.

The process is surprisingly quick and easy, and you'll find our consultants highly adept at understanding your business goals and objectives.

Good news for human resource development executives

Because *Why Finance Matters™* is learner-administered, there's no need to add to precious classroom time or go to the trouble of finding qualified instructors.

What's more, since it's browser based and delivered totally over the Web, there's no software to load or technology compatibility issues to deal with. And with secure administrator privileges, monitoring course participation and test results is as easy as point and click.

Finally, because *Why Finance Matters™* is totally modular and available to learners 24-7, you may easily incorporate it as a pre-requisite, as a just-in-time learning adjunct or as a stand alone course offering.

About BTS:

BTS partners with leading companies to accelerate change and improve business results. We are the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. BTS adds value for our Global Fortune 1000 clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. We have additional capability in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit www.bts.com.

Sampling of other BTS Clients

- Accenture
- Cisco Systems
- ING
- Philips
- Aetna
- Coca-Cola
- Liberty Mutual
- Sony
- AstraZeneca
- Gap Inc.
- Liz Claiborne
- Texas Instrument
- AT&T
- General Electric
- Macy's Inc.
- Time Warner
- Bank of America
- Hewlett-Packard
- McKinsey
- Toyota Motor Company
- Bell South
- Honeywell
- Microsoft
- Vodafone
- Boeing
- IBM
- Nokia
- Weyerhaeuser