



Shareholder Value & Telling a Great Investment Story

Member price: \$445
Non-member price: \$495

OUTCOMES

- ✓ Understand the concept of shareholder value and how value is created
- ✓ Appreciate the cost of capital and its impact on decision-making
- ✓ See how to tell a great investment story using examples from different sectors

PRE-REQUISITES

Capital Markets Essentials

PROGRAM – 4 hours including two short breaks

Shareholder Value

- Shareholder value - what it really means
- The link to return on capital
- Characteristics of debt and equity funding
- Cost of capital and the capital mix
- Changing the capital structure
- The importance of ESG policies
- Opportunities for activists

Telling the Story

- Setting the scene
- Talking growth and returns
- Capital allocation policy & Capital management policy
- Driving earnings and cash flows
- The link to compensation
- Environment, social and governance
- Linking to shareholder value
- Looking for the gaps
- Capital management examples

ONLINE COURSE FOR FOLLOW-UP

Understanding Shareholder Value (Essentials Course)

