



# Finance 101 for Healthcare Facility Managers

## Course Syllabus

A detailed course syllabus can be found on our website [www.squarefootage.net](http://www.squarefootage.net)

## Brought to You By

Corporate Realty, Design & Management Institute

IFMA - Health Care Council

## 2011 Courses

- Boston
- Chicago
- Cincinnati
- Columbus
- Houston
- Los Angeles
- Minneapolis
- Philadelphia
- Portland
- San Francisco Bay Area
- Seattle
- The Carolinas
- Toronto
- Washington DC

## Half day class

Starting times for each city posted at [www.squarefootage.net](http://www.squarefootage.net)

## Tuition

\$299  
\$239 ASHE and IFMA-HCC Professional Members

Limit: 50 students per class to maximize instructor interaction

## Educational Credits

BOMI: 4 CPDs  
CHFM: .4 CEUs  
IFMA: 4 CFM Points

## Register Online

[www.squarefootage.net](http://www.squarefootage.net)



DCF, NPV, PE Ratio, ROE, ROI, IRR, Cash Flow, Payback – Are these mysterious terms to you? Learn how understanding a few basic finance concepts can propel your project funding requests from rejected to approved. Lack of budget dollars isn't the reason most projects aren't funded. It's because they are not seen through the lens used by the financial decision makers.

## Get the Confidence and Tools You Need to Overcome the Fear of Finance

How confident are you about your finance skills? Would you rather walk across burning coals than speak with your CFO? You are not alone. Well-honed financial skills are crucial for healthcare facility managers. Without them you face a career of never ending frustration. Solid financial skills allow you to take charge of your facilities and buildings, reduce your stress levels, and increase your career opportunities.

## Return to Your Office Loaded With These Career Changing Tools

- Why the most commonly used financial metric is the worst one for you to use
- The 4 golden rules of finance and why you should never break them
- 40 formulas you should know
- The "Ins & Outs" of PV, NPV, ROI and IRR
- How to calculate the cost of delaying your project and get projects approved now
- Why incentives, rebates and tax credits are worth more than your own organization's capital
- How to resolve the "No money in the budget" problem
- The secret password that leads to board level approvals
- How to use the economic consequences of rejecting your proposal to get its approval
- How to convert your data into language used by the C-Suite
- One-year of online support from the instructors
- A workbook & CD for your use as a future reference guide

## You Won't Be Bored, Finance Comes Alive

One of the best instructors in North America teaches this course. He has 30+ years of hands-on experience and extraordinary teaching abilities. His energetic, entertaining speaking style takes a dry topic and brings it alive.

## B. Alan Whitson, RPA, President of Corporate Realty, Design & Management Institute

Alan's experience encompasses over 40 million square feet of facilities around the world in the roles of Asset Manager, Corporate Facilities Manager, Construction Manager, and Development Manager. His finance workshops have been among the top rated sessions at IFMA World Workplace and Healthcare Design Conference. He's the curriculum development director for the "High Performance Hospitals" and "Energy, Economics & Environment: Making the 3Es Work Together in Healthcare" educational programs.

Alan believes facility managers have undervalued their importance to their organization. He specializes in showing you how to get what you ask for. Discover why one CFO told Whitson, "I now understand where the money should be going at our organization."

## Here's what others say about his courses:

*"Alan's presentation was excellent. I especially liked the financial perspective, payback examples, energy cost savings calculators...."*

*"Alan Whitson is an excellent presenter! He kept the material and presentation interesting and brings real world examples"*

## It's Not Over, Until It's Over

Did you forget to ask a question? Need help at a later date? Your tuition includes access to a password-protected website that enables you to ask more questions of the instructors, and read the responses to questions from other course participants for 12 months following your course.

## More Case Examples Than Ever

This course is a more in-depth version of the Finance 101 workshop that earned high marks from attendees at the Healthcare Design 2010 Conference. Due to increased class time, you will work on more exercises and study more case examples.