

CERTIFICATION SYLLABUS FOR PERTH CONSULTANTS

Training syllabus for the Perth Leadership Outcome Model, its associated psychometric assessments, and how to implement it with individuals and teams in companies and organizations

PERTH CERTIFICATION TRAINING ONE WEEK COURSE SCHEDULE

Summary

Perth's mission is to increase the levels of business acumen and awareness of their financial impact amongst managers and executives. It aims to fill a gap in leadership training so that both current and future leaders are aware of the behavioral factors underlying their own financial performance and impact and the influence of these factors on the market value of a company.

Perth believes that if managers are taught to think in this new way, they will be able to avoid the types of financial crises we have recently seen because of their awareness of the behavioral factors underlying financial performance and financial phenomena. Perth's work forms a part of the emerging disciplines of behavioral economics and finance and Perth's mission is to leverage the insights from these disciplines in the area of leadership assessment and development.

Our certification training is designed for experienced consultants who wish to introduce these new and unique concepts into their own courses for managers and executives. The course is comprehensive and sophisticated. No special financial knowledge is required but it will be assumed that participants are familiar with financial statements and their use.

PERTH CERTIFICATION TRAINING ONE WEEK COURSE SCHEDULE

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PERTH CERTIFICATION TRAINING ONE WEEK COURSE SCHEDULE

Day 1 Introduction and Financial Signature

Introduction

Session 1	Training Overview & Background	8.00-8.15 am
WG1	Analyze Two Controversial Leaders	8.15-8.45 am
Session 2	Behavioral Finance & PLOM Approach	8.45-9.30 am
Break		9.30-9.45 am

Financial Signature and Enterprise Valuation

WG3	Buying Mission	9.45-10.15 am
Session 1	Financial Signatures and Missions	10.15-11.15 am
WG4	Composite Analysis of FOA Results	11.15-11.45 am
Session 2	Organizational Impact of Financial Signature	11.45-12.15 pm
Session 3	Are there Good and Bad Financial Signatures?	12.15-12.30 pm
Lunch and Assessments		12.30-1.30 pm
Session 4	Financial Mission and Balanced Scorecard	1.30-2.15 pm
WG5	Analysis of Corporate FOA Results	2.15-2.45 pm
Break		2.45-3.00 pm
Session 5	How Financial Mission Evolves	3.00-3.30 pm
Session 6	Valuation and Financial Mission	3.30-4.00 pm
Break		4.15-4.30 pm
WG6	Valuation Impact of the CEO	4.30-5.00 pm

PERTH CERTIFICATION TRAINING ONE WEEK COURSE SCHEDULE

Day 2 Improving Business & Financial Performance

Review	Course Review	8.00-8.30 am
Session 1	The Financial Mission Change Model	8.30-8.45 am
WG7	Starting a Company	8.45-9.00 am
Session 2	Leadership Outcome Type and Company Outcome	9.00-9.15 am
WG8	External Signals of CEO Dysfunction	9.15-9.45 am
Break		9.45-10.00 am
Session 3	The Components of Leadership Outcome	10.00-10.30 am
Break		10.30-10.45 am
Session 4	The Sixteen Leadership Outcome Types	10.45-12.00 pm
Lunch and Assessments		12.00-12.30 pm
Session 5	Identifying Financial Mission	12.30-1.15 pm
WG9	Composite Group Analysis of EXOA	1.15-1.45 pm
Break		1.45-2.00 pm
Session 6	Partnerships and Teams	2.00-2.15 pm
WG10	Choosing Your Co-CEO	2.15-2.45 pm
Break		2.45-3.00 pm
Session 7	The Behavioral Drivers of PLOM	3.00-4.15 pm
WG11	Analyze a Public Company CEO	4.15-4.30 pm
WG12	Analysis of EXOA Intensity Results	4.30-4.45 pm
Break		4.45-5.00 pm
Session 8	Changing Financial Mission Performance	5.00-5.30 pm

PERTH CERTIFICATION TRAINING ONE WEEK COURSE SCHEDULE

Day 3 Business Strategy and Behavioral Finance

Strategy Topics

Review	Course Review	8.30- 9.00 am
Session 1	Financial Mission, Company, & Industry Evolution	9.00-10.00 am
WG13	Developing Management Techniques	10.00-10.30 am
Break		10.30-10.45 am
Session 2	Financial Mission and Business Strategy	10.45-11.15 am
WG 14	Partnerships and Teams	11.15-11.30 am
Session 3	Behavioral Finance in Management	11.30-12.30 pm
Lunch		12.30-1.45 pm
Session 5	Maximizing Financial Performance	1.45-2.15 pm
Break		2.45-3.00 pm

Assessments Review

WG15	Assessments Walkthrough	3.00-3.30 pm
WG16	Financial Mission Workbook	3.30-4.15 pm
WG17	FinSim Assessment Reports	4.15-5.00 pm

PERTH CERTIFICATION TRAINING ONE WEEK COURSE SCHEDULE

Day 4 Perth Programs

Review	Course Review	9.00-9.30 am
WG18	Proposing to a Senior Executive	9.30-10.30 am
Break		10.30-10.45 am
Session 1	Programs Overview	10.45-12.00 pm
Session 2	Implementing an IFP Program/WG19	12.00-12.45 pm
Lunch		12.45-1.45 pm
Session 3	Presentation – TFP Case Study	1.45-2.45 pm
WG20	Competitive Positioning	2.45-3.45 pm
Review	Course Review	3.45-4.30 pm

PERTH CERTIFICATION TRAINING ONE WEEK COURSE SCHEDULE

Day 5 Exam, Coaching and Business Issues

Review	Course Review	9.00-9.30 am
Exam	Multiple choice	9.30-10.30 am
Break		10.30 – 11.00 am
Exam	Written exam	11.00-12.30 pm
Lunch		12.30 – 1.30 pm
Session 1	PLOM Pricing and Sales Issues	1.30-2.15 pm
Session 3	Review of Course	2.15-3.00 pm