

OVERHEAD COST REDUCTION

A PRACTICAL GUIDE TO BUSINESS
SURVIVAL IN TOUGH ECONOMIC TIMES

23 September 2009 (London)

25 March 2010 (London)

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SEMINAR



INVESTOR IN PEOPLE

A concentrated day of practical advice and guidance on how to minimise your overheads – immediately yet sustainably, improving the bottom-line without jeopardising the top-line:

- Use a positive approach that takes people with you
- 18 different ways to reduce overhead costs
- Making overhead reduction sustainable

Seminar presenter

David Baines is a Director of Freeman Baines Consulting. He holds a degree in Electronic Engineering from Imperial College, and an MBA from the London Business School. Over the last 22 years he has consulted extensively in both the public and private sectors. His experience has included overhead cost reduction, activity-based costing, organisational restructuring, performance measurement, product and customer profitability, business process re-engineering and approaches to planning, forecasting and budgeting. He has written several management books covering all these areas, and has recently completed a major survey of budgeting in the UK.

Other courses of interest

Planning, forecasting and budgeting

13 October 2009 (London)

For further information about any of these events please call Customer Services on **0845 833 3212** (at local rates) or e-mail services@hawksmere.co.uk or visit our website at www.hawksmere.co.uk

Continuing professional development

Kaplan Hawksmere events satisfy the continuing professional development requirements of a variety of professional institutions. We are also a registered member of the CPD Certification Service that has independently accredited all our courses. Certificates of attendance will be given to all delegates, so that they may claim appropriate credits in respect of continuing professional development requirements. For further information please visit www.hawksmere.co.uk

Sponsorship opportunities

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Kaplan Financial and Hawksmere joined forces in January 2008. So we can now offer you more courses, industry specialisms, nationwide locations, discount schemes and in-company training solutions.

1 Problems of reducing overhead costs

- Difficulty of assessing value for money
- Danger of simplistic cost cutting
- Failure of budgeting systems to manage overhead costs

2 Choosing the right approach to an overhead review

- Radical cost reduction
- Continuous improvement
- A middle way – rebalancing of resources

3 Avoiding cuts to strategically important capabilities

- Understanding the business imperatives
- Identifying where greatest value will be added
- Creating cost reduction plans that support the strategic imperatives

4 Organisation structure

- Designing an organisational structure that utilises managers effectively
- Speeding up communication and decision-making

5 Overhead activity analysis

- Activity data
- Types of overhead activity
- Using activity analysis to identify and cut out waste

6 Value for money analysis

- Costing outputs
- Assessing value to service recipients – both internal and external
- Defining and assessing options for service reduction

7 Process improvement

- Mapping processes
- Identifying process waste
- Practical steps to getting sustainable process improvement

8 Rebalancing resources

- Reducing costs – method changes, process changes, service level reductions
- Improving service – service level improvements, new tasks and services
- Decision-making on rebalancing of resources

'Presented by very knowledgeable and engaging speakers'

Sean Fox, Group Finance Director,
Institute of Physics

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9 Avoiding unprofitable products/services and customers

- Identifying unprofitable products/services and customers
- Working out what to do with them

10 Purchasing effectively

- Six ways to purchase more effectively
- Ten ways to negotiate keenly

11 Benchmarking

- Ways in which benchmarking can provide benefit
- Techniques for benchmarking and the pros and cons of each

12 Reducing non-performing assets

- Identifying under-utilised fixed assets
- Reducing working capital

13 Effective implementation

- The value of involving people in identifying change opportunities
- Understanding the psychology of change
- Strategies for taking people with you
- Capturing cost reduction ideas
- Two key models for managing change
- Identifying good performance measures for tracking implementation
- Managing successful implementation
- Ensuring commitment and ownership to sustain momentum
- Making effective overhead cost management part of normal business

14 Coping with the economic downturn

- How industry is reacting to the downturn
- Some guidelines on redundancies
- Some guidelines on layoffs and short-time working

15 Sundries

- An ad-hoc collection of cost reduction ideas
- Join the Overhead Cost Reduction Club

'The seminar exceeded my expectations – lots of thought-provoking ideas were presented. The speaker was excellent – clear, well-paced and with lots of practical examples!'

Robin Wooldridge, UK&I Finance Director, TNS

Why you should attend this seminar

As organisations in both the private and the public sectors face the most challenging economic downturn for over fifty years, the pressure to reduce overhead costs increases.

While it is always possible to achieve a quick fix, the dilemma for responsible managers is how to reduce overheads in a sustainable way, without a detrimental effect on the development of the business or its service delivery objectives. The more sustainable the cost reduction, the greater the opportunities of growth as the economy recovers.

This intensive one-day seminar has been designed specifically to help you resolve that dilemma. It covers a range of approaches that deliver considerable savings plus a permanent culture change in the approach to the management of overhead costs.

Five key benefits

This programme will help you:

- 1 Avoid the dangers of simplistic cost cutting
- 2 Rebalance resources without having to turn the organisation upside-down in the process
- 3 Ensure that no opportunities for savings are overlooked
- 4 Implement the necessary changes quickly and efficiently
- 5 Make effective overhead cost management part of normal business

Objectives

The objectives of this seminar are to:

- Give you a proven methodology for overhead cost reduction
- Show you how to implement it
- Enable you to achieve a permanent transformation in your cost structure, embedding the appropriate scrutiny and controls that will prevent slippage

Above all, attending this programme will help you and your organisation save money – significantly and for the long term.

Who should attend

Anyone with significant budgetary responsibilities will benefit from attending this event, particularly:

- Managing directors / finance directors
- Strategic business unit managers
- Management accountants

In-house learning and development solutions



Tailor-made training for your company. If you have a group of five or more delegates you could benefit from our flexible in-house training programmes.

FREE in-house training quotation

For more information and an initial discussion please call **Gary Mee** direct on **020 7960 5616** or e-mail gary.mee@hawksmere.co.uk

Venue:



23 September 2009

Prospero House (etc Venues)
241 Borough High Street,
London, SE1 1GA

Tel: 020 7105 6010

Nearest tube: Borough

25 March 2010

London
(venue to be confirmed)

Registration and coffee: 9.00-9.30; close 5.00

5 easy ways to book



Online: you do not need a credit card, simply visit www.hawksmere.co.uk



Call Customer Services on 0845 833 3212 (at local rates) quoting your brochure code to make a booking by credit card



E-mail quoting your *brochure* code and the details requested on this form to: services@hawksmere.co.uk



Fax this booking form to us on 0845 120 9612



Send this form to: Customer Services, Hawksmere Ltd, 7th Floor, Elizabeth House, York Road, London SE1 7NQ

If you have any other questions relating to this programme, its content, the faculty or the venue, please do not hesitate to call the **Customer Services** on 0845 833 3212 (at local rates) and we shall be delighted to help. Alternatively, visit www.hawksmere.co.uk

Fees and venue

The fee for these events cover all written materials, lunch and refreshments. A VAT invoice and joining instructions will be sent to you acknowledging your booking. This includes a full statement of our terms and conditions and a venue location map which may also be found at www.hawksmere.co.uk

Please contact us if you do not receive this within seven days of booking. Should delegates have any specific dietary requirements, please inform our customer services team on the number above

Companies outside the EU

If your company is based outside the EU we will require full payment prior to booking you a place on a course. To make a booking and to pay over the phone using a debit or credit card please telephone our customer services team.

Substitutions/cancellations

Upon receipt of your booking form your place(s) will be confirmed. Any cancellation/transfer must be received in writing. The appropriate charge will apply based on the cost of your booking:

Transfers
Up to 28 days before the event: FREE
27-14 days before the event: 100%+VAT
Less than 14 days before the event: 100%+VAT

Please note a delegate can only transfer from the same event twice within 12 months of the original booking. A transfer can only take place once payment has been received.

Cancellations

Up to 28 days before the event: 100%+VAT
Less than 28 days before the event: 100%+VAT
A substitute delegate can be named at any time before the programme begins without charge.

Multiple booking discounts

The multiple booking discount only applies to delegates booked at the same time. A third delegate can be booked at a 10% discount (please photocopy the form) and rates for four or more delegates are available on request.

Important note

This booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of Hawksmere Ltd to change the content and timing of the programme, the speakers, the date or the venue. In the unlikely event of the programme being cancelled, Hawksmere will automatically make a full refund but disclaim any further liability.

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Overhead cost reduction

SMD

Brochure code:
Please provide this number
when making your booking
10970/

Event details Please use BLOCK CAPITALS

23 September 2009 (event code: 27455)

Kaplan Hawksmere Member
(Member booking at any time)

Non-member
(Book and pay after 29 July 2009)

1st delegate £349.50 + VAT - (includes 50% discount)

£599.00 + VAT - (includes £100 discount) £699.00 + VAT

2nd delegate £349.50 + VAT - (includes 50% discount)

£599.00 + VAT - (includes £100 discount) £629.10 + VAT - (includes 10% discount)

Delegate details Please use BLOCK CAPITALS

1st delegate details:

Mr/Mrs/Ms/Dr (Surname) _____ First Name _____ Job Title _____

Delegate E-mail * _____ Telephone _____

2nd delegate details:

Mr/Mrs/Ms/Dr (Surname) _____ First Name _____ Job Title _____

Delegate E-mail * _____ Telephone _____

*To enable us to confirm your booking as efficiently as possible please supply us with your e-mail address

Invoice address NB: Invoice will be sent to this address and each delegate will receive joining instructions.

Mr/Mrs/Ms/Dr (Surname) _____ First Name _____ Job title _____

Organisation Name and Address _____

Business type _____ Postcode _____

Contact E-mail _____

Training Manager _____

No. of employees: under 10 10-50 51-100 101-500 501-1000 over 1000

The details you provide will be held on Kaplan Hawksmere's database and will be used to promote other products and services that may be of interest from Hawksmere Ltd. On occasion they may be made available to external companies for marketing purposes. If you do not wish to receive promotional material from other organisations, please tick here

Invoice/payment details

NB: Payment must be made in Pounds Sterling. Please note that payment is required in advance of the event. Kaplan Hawksmere reserves the right to refuse admission if payment is not received. If you are sending a purchase order kindly attach a copy of this booking form.

Kaplan Hawksmere Member price:

1 delegate: £349.50 + VAT = £401.93 2 delegates: £699.00 + VAT = £803.85

Early booking price:

1 delegate: £599.00 + VAT = £509.15 2 delegates: £1198.00 + VAT = £1018.30

Non-member price:

1 delegate: £699.00 + VAT = £803.85 2 delegates: £1328.10 + VAT = £1527.32

Kaplan Hawksmere Kaplan Hawksmere to invoice my organisation Cheque drawn on UK bank enclosed Credit card: Delta / Switch
Membership No: _____ Purchase Order No: _____ (payable to Hawksmere Ltd)
Amex / Visa / Mastercard

Card number:

Expiry date: Issue Number (Switch): Security code (last 3 digits on reverse of card):

Account name _____ Cardholder's signature _____