COLOR ACCOUNTING
ACCOUNTING FOR NON-ACCOUNTANTS
The Fast and Graphical Way to Learn Accounting Easier and Quicker

(17 Mar 2017 | Concorde Hotel, Singapore | 9:00am – 5:00pm)

Accounting taught visually – using storyboards, colours and picture

Correct understanding of accounting is vital to the success of your business. It is essential to be able to ask the right financial questions, understand the answers and make the right decisions. The Color Accounting workshop teaches essential concepts of accounting through a revolutionary new approach. It makes balance sheets, income statements and cash-flow statements easier to understand through colors and diagrams.

Highly Interactive and Practical Oriented

Let James Leong help you to:

• Read, Analyse and Interpret Financial Statements more intuitively
• Get financial and key performance messages across simply and powerfully
• Remove fear associated with handling financial numbers
• Accelerate understanding and interpretation of financial statements
• Be able to ask the right financial questions
• Understand the answers and make the right decisions

Who is this for?

• Are you baffled by accounting jargon? (Debits and credits, journal entries, general ledgers, budgets, accruals…)
• Do you seek to understand how accounting works? (Income Statements, Balance Sheet, Cash Flow Statement, etc.)
• Do you want to improve your general business acumen for the purpose of general management, business ownership/entrepreneurship, sales, and consulting?
• Are you currently handling accounting and finance functions but don’t have proper training?

If you answered yes to these questions, then this course is right for you!

Color Accounting Expert: James Leong C. Foo

James has over 20 years of financial, management and international training experience. Prior to becoming a professional training consultant, he managed the finance, administration and human resources functions in Asia Pacific for a US MNC as regional financial controller.

He is a corporate trainer for Singapore’s top financial institutions, leading blue chip public listed companies and has trained with many institutions such as SMU, SIM, NUS, ISCA and Duke CE.
Telling the story of a business from its numbers

• The funding of a typical business
• The two universal perspectives of every balance sheet
• Accounting: the global language of business
• ‘ALEXI’, the five fundamental elements of every business story
• The distinction between assets, expenses and income
• The interrelationships between assets, liabilities, equity, income and expenses

The story in action

• Structure-Colour Accounting: making accounting come alive with internationally patented learning methodology
• Language-demystifying the jargon: accruals vs. cash accounting, depreciation vs. amortisation, direct vs. indirect expenses, “non-cash” expenses, deferred income and why profit is not the same as cash
• Movement-numbers in action: determining the financial impact of typical business transactions
• The value cycle of business

Color Accounting in Action

• Interpreting financial statements - balance sheet, income statement and cash flow statement
• Understanding key financial ratios: profit margins, return on equity, gearing, current ratio, turnover days
• Judging a company’s performance: good, bad or other - potential dangers of rapid growth and working capital management

Get a FREE copy of COLOR ACCOUNTING Training Kit worth $150

What Past Participants Say:

“James helped me to demystify the world of accounting—in fact, it is far from intimidating.”
- Chan Chih Hung, Business Planning Manager

“James explains a really complicated subject in a very plain language that makes it fun to learn.”
- Wendy Cheong, Manager

“James is brilliant—he can teach non-accountants to truly understand accounting.”
- Cindy Ng, Assistant Vice President

Save 60% or up to 400% Tax Rebate via the Productivity and Innovation (PIC) Scheme:

The PIC scheme supports investments in innovation and productivity improvements. Registered Singaporean Businesses can enjoy huge tax savings in the form of cash payouts and/or tax deductions when they invest in training of employees. Attend any of our programs and enjoy PIC credits, either as a 60% cash refund or 400% tax deduction. For more information, visit http://www.iras.gov.sg/irashome/picredit.aspx
COLOR ACCOUNTING - ACCOUNTING FOR NON-ACCOUNTANTS

Date: 17 Mar 2017 (Fri)
Venue: 100 Orchard Road, Concorde Hotel Singapore
Time: 9.00 am to 5.00 pm

Contact Us:
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1st Participation Details
Name: ____________________________
Organization: _______________________
Designation: _________________________
Tel No.: ____________________________
Email: ______________________________
Food Preference: (Vegetarian/Halal/No Preference/ Others:______)

2nd Participation Details
Name: ____________________________
Organization: _______________________
Designation: _________________________
Tel No.: ____________________________
Email: ______________________________
Food Preference: (Vegetarian/Halal/No Preference/ Others:______)

3rd Participation Details
Name: ____________________________
Organization: _______________________
Designation: _________________________
Tel No.: ____________________________
Email: ______________________________
Food Preference: (Vegetarian/Halal/No Preference/ Others:______)

4th Participation Details
Name: ____________________________
Organization: _______________________
Designation: _________________________
Tel No.: ____________________________
Email: ______________________________
Food Preference: (Vegetarian/Halal/No Preference/ Others:______)

Investment Fee
$850 per delegate
$510 After PIC Grant of 40%

Payment Methods
• By Cheque (For Local Participants Only)
• By Bank Transfer
• By E-Invoice Sub Bu No.

Organization: ___________________________________________________________
Address: _________________________________________________________________
Contact Person: ____________________________________________________________
Designation: ______________________________________________________________
Tel No: ______________________ Fax No: ______________________ Email: ____________

I understand and accept the terms and conditions stated below.
Signature and Date ________________________________Company Stamp ________________

Terms and Conditions:
• A place will be reserved for you upon receipt of registration.
• All cancellation will carry a SGD 200.00 administration fee.
• No refund can be made for cancellation less than 14 days prior to the event date.
• Asia Pacific International Academy, reserves the right to cancel or postpone the course/seminar due to unforeseen circumstances and also the right to reject any registration. A full refund of the course/seminar fee will be made to you.