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Money Matters

Like any good stereotype, there's a reason innovators and creators have a reputation for leaving matters related to money to Somebody Else. It would be easy to see money matters as administrivia; annoying reporting details that serve mainly as a form of bureaucratic traffic light. Easy perhaps, but short-sighted. For innovators, more than almost any other part of our society, money matters extend far beyond an innovator's immediate operational concerns. Innovation is integral - some say the only hope - to increasing productivity, and the improved standards of living and increased social and environmental capital that come with that. Understanding money matters and the potential for innovation, even small innovations, to impact those matters, will deliver impacts to every innovator. In new funding sources, in greater efficiency within and success from the innovation process, in better understanding of and relations with industry, new applications for their ideas, and if nothing else, in a new level of accuracy in and appreciation for their fiscal responsibilities.

THE FACILITATOR:

Fiona McNee has almost 20 years experience in providing strategy, communication and development advice to clients from both public and private sectors.



Combining tertiary qualifications in both law and communication and law, she works with clients across a diverse array of industries, from ICT and energy technologies to agriculture and human health, to develop solutions to the challenges of delivering outcomes in an ever-changing environment.

With an increasing focus on the innovation and creativity sectors, she has developed significant expertise in building alliances, collaborative problem-solving and proactive partnering that enhance relationships and deliver sustainable social and financial gains

LEARNING OUTCOMES:

1. Understand the role of innovation in a nation's economy, an industry, and an individual organization, and be able to identify the potential for innovators to impact the success of each.
2. Identify the value chain of the markets in which the Participant operates, and the types of return on investment sought by those active in those markets, distinguishing those to which innovation might contribute.
3. Identify three activities in their current professional role where leveraging could be applied to positive effect.
4. Construct a simple but complete financial argument for an innovative activity.
5. Appreciate the complementary potential of a basic knowledge of fundamental economic, financial and money-related issues to technical and innovative ability.

Immerse Yourself in Conversational Commerce

Module Outline

Money Matters is structured in three parts, ultimately forming a frame for comprehension that encompass both the big picture and direct application to each participant's daily activities. The morning session focuses primarily on macro-economic issues - the structure of our economy, the factors and functions of production and the relevance of innovation to productivity. The second session continues the theme of productivity, refining the scope from a whole-of-economy to the level of industries. This introduces a level of participant specialization, with individuals focused on the industries, value chains and markets relevant to their focus of innovation. Finally, the afternoon session looks to practical applications of this new perspective, learning and refining skills to develop financial arguments including budgeting and demonstrating return on investment.

Why Conversational Commerce?

For over a decade, public and private sector reports have consistently identified the need for graduates from our education system to acquire commercial savvy and innovative thinking in order to compete in a global marketplace for ideas. This is particularly so in the innovative industries which are widely accepted as the key to increasing productivity across economies, both directly and indirectly. However, while there are presently a multitude of programs related to bringing a product to market, there is little available for an innovator who wants to understand why a market is relevant in the first place.

The problem Your Commercial Foundations (YCF) looks to solve for its clients is that an innovator's lack of understanding of the commercial work will hamper their ability to produce world-class output that is of value and relevance to their end-user. Three concepts differentiate our program of Conversational Commerce and guide every part of our program:

- **practical:** Conversational Commerce content is designed to be of immediate use in day-to-day activities
- **insight:** Conversational Commerce provides familiarity and understanding to enhance and empower future activities
- **specialized:** Conversational Commerce is specifically tailored to its audience - innovators - and their needs, and not by content topic.

THE BOTTOM LINE

TIMING:	9-5pm includes 30 min lunch
INVESTMENT:	\$675 (excl. GST) per head ideal class size 8-10 25% deposit, balance 24 hrs prior to module. Participants will be asked to complete an on-line survey prior to the module to aid tailoring content for that session.
TO APPLY:	Please complete the Application Form available on-line at www.ycf.net.au and email to info@ycf.net.au

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