

EXPERT FACULTY



Dennis Geyer is an internationally respected expert in strategic cost analysis, activity-based management and multi-driver cost modeling. His consulting practice specializes in designing cost and performance measurement systems, developing cost reduction strategies and conducting strategic pricing and business process analysis. By linking business process analysis with finance, Geyer helps clients identify opportunities to increase financial performance through improved operational design.

Geyer has provided strategic advisory and business systems design services to numerous clients in a wide variety of industries including banking, healthcare, manufacturing, technology, telecommunications and transportation. Former clients include Bechtel, DHL, Pacific Bell (AT&T), Wells Fargo Bank and Xerox.

A sought-after speaker and educator, Geyer serves on the faculty at the Haas School of Business and travels extensively, conducting public and customized seminars primarily to executive audiences in the U.S., Latin America and Southeast Asia.

LOCATION

Helzel Board Room
Haas School of Business
University of California
2220 Piedmont Avenue
Berkeley, CA 94720-1900

For directions, see the campus map at—
http://www.berkeley.edu/map/maps/large_map.html



Discover

a new approach
to cost reduction



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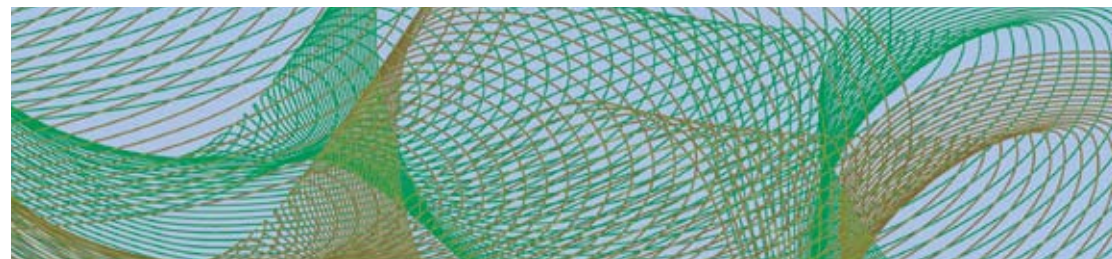
—Solomon Darwin, Executive Director
Center for Financial Reporting and Management

EXECUTIVE EDUCATION

COST-REDUCTION STRATEGIES

APRIL 18, 2008

Presented by CalCPA's Financial Leadership Forum and UC Berkeley's Center for Financial Reporting and Management.



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COST-REDUCTION STRATEGIES

APRIL 18, 2008

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Registration Fees (Parking and lunch is included.)

Nonmember \$1,295CalCPA Member \$895

Event

April 18, 2008 • Berkeley

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California CPA
Education Foundation
P.O. Box 44364
San Francisco, CA 94144

PROGRAM OUTLINE 8 a.m.—5 p.m.



WHO SHOULD ATTEND

- CFOs
- Cost managers
- Controllers
- Financial analysts
- Financial and management accountants

INNOVATION REVEALED

In today's competitive environment, innovation is accelerating and customers expect ever higher standards of performance. While these changes may benefit consumers by providing greater choice, lower prices and more convenience, they pose enormous challenges to many businesses.

To succeed, companies have been forced to rethink how they conduct business, adopting new paradigms and developing new tools that allow them to respond effectively to these pressures. The centralized, hierarchical organization with elaborate command and control mechanisms of accountability gradually has given way to leaner, more agile, value-driven organizations. All companies have been impacted and those that have succeeded tend to share certain distinguishing attributes.

You'll learn their secrets as you discover a new approach to cost reduction that highlights the limitations of traditional thinking. You'll delve into key areas such as resource planning, activity management, product design and overall system design. You'll also learn how suppliers and customers can be part of the overall strategy to reduce costs.

NEW THINKING ABOUT COSTS

- Why the old ways of thinking about costs don't work anymore
- What are the most common mistakes made
- Seven attributes shared by world-class competitors
- A new way to create shareholder value

HOW COSTS ARE DRIVEN OUT

- Creating lean organizational structures
- Streamlining production processes
- Outsourcing non-strategic processes
- Exploiting new technologies

JIT VS. ABC COST REDUCTION STRATEGIES

- Distinguishing between financial vs. operational strategies
- JIT vs. ABC approaches to cost reduction
- Eliminating the 7 wastes of Just-in-Time
- Exploiting the 4 ABC strategies for cost reduction

TOWARD A COMPREHENSIVE MODEL

- Strategies for improving resource planning
- Strategies for improving process design
- Strategies for improving product design
- Strategies for improving overall system design

STAGES IN COST REDUCTION

- Understanding the stages of evolution of cost reduction
- Distinguishing between cost cutting and cost management
- Moving from standard costing to Kaizen costing
- Developing a long-term strategic cost plan

WHAT YOU WILL LEARN

- Recognize the various stages of evolution of cost reduction programs
- Combine the proven benefits of JIT and ABC approaches to cost reduction
- Achieve results through improved resource planning, process design and product design
- Understand the critical link between operational design and financial performance
- Identify creative strategies for reducing customer transaction costs

Level: Advanced**Prerequisites:** None**CPE Hours:** 8

REGISTRATION INFORMATION

Cancellation Policy

Cancellations received by March 25, 2008 will result in a full refund less a \$150 cancellation fee. No refunds will be granted after March 25, 2008.



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