

 Grande Centre Point Ratchadamri

**10 - 11 JULY 2024**

# CFO'S AGENDA

## FINANCE TRANSFORMATION

Turn Finance to Strategic Partner

การเงินบัญชี คู่คิดซีอีโอ สร้างคุณค่า ล้ำหน้าคู่แข่ง



**MEET THE LEADING EXPERTS**  
**& EXECUTIVES IN TRANSFORMING FINANCE TO STRATEGIC PARTNER**

### CONTACT

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# FINANCE TRANSFORMATION

Transform 'Finance Function' into \*Value-Driver & Strategic Partner

ทรานส์ฟอร์ม'การเงินบัญชี' สู่\*คู่คิดซีเอฟโอ & ซีอีโอ\*ขับเคลื่อนผลกำไร

Today's Finance Organizations need to execute on a much broader range of responsibilities than existed in their traditional role as corporate accountant - including those related to finance function effectiveness, information quality and consistency, finance talent management, internal controls and corporate governance, business performance management and others.

Finance Transformation: Transforming the Finance Function Masterclass will enable CEO & CFOs and finance executives to improve business performance and shareholder value while actively improving operational effectiveness.

## MEET & CONSULT WITH DISTINGUISHED EXPERTS



**Dr. Suriya Lertwattanapongchai**  
Managing Director /Lean Master  
BMG Thailand



**Mrs. Narisa Wetpanyawong**  
Advisor & Partner  
P&T Consulting Co., Ltd.



**Dr. Tayat Sriplung**  
Former Managing Director  
Watson & Wyatt (Thailand)



**Mrs. Kanya Niwatsakul**  
Former Executive Director  
Seagate Technology (Thailand) -  
Global Leader for Financial Services



**Mr. Gong Rungswang**  
Director of the Executive Board  
Industrial Estate Authority of Thailand



**Dr. Phutthisith Tungsirihirunkul**  
Former Chief Executive Officer, Von  
Bundit Co., Ltd.  
Founding Partner, IBEX Advisory



## WHY MUST ATTEND

This practical and interactive course will take participants through the development of a successful finance function. This Finance Transformation thinking and methodologies will enable CFOs and finance executives to improve business performance and especially becoming a strategic business partner to the CEO.

**Use a Mix of Lecture** and Highly Interactive Format in A Friendly Environment

**Gain Understanding** into AS-IS And TO-BE Finance Function

**Identify High-Level** Change Initiatives Required to Bridge As-Is and To-Be Gap

**Get Advice from the Experts** who Successfully Transformed the Finance Functions in Leading Companies

## DAY ONE: 10 JULY 2024

09.00 - 12.15

**SESSION 1: KEY CHALLENGES OF WORLD-CLASS FINANCE FUNCTION****Dr. Suriya Lertwattanapongchai**

Managing Director /Lean Master

BMG Thailand

Addressing CEO & CFO's challenges and discuss how finance should take on the challenges and re-focus on opportunities to create value to the organization.

The CFOs are expected to play, reflecting a range of responsibilities from fundamental obligations through to increasingly more strategic activities. Thus we will discuss **how to create and protect value in the organization and key elements of world-class finance**

**Today Top Challenges** on Finance Function for CEO & CFO**What Finance** is Expected to Play**The Key Drivers and Enablers** of Finance**Transform Finance Function Strategically** to Increase Shareholder Value**Towards** The Value Driver & Strategic Partner**Morning Break: 10.30 - 10.45**

## SESSION 2: STRATEGIC THINKING OF THE FINANCE FUNCTION

Providing you with the opportunity to assess your current state of the finance organization. This strategic thinking will help you recognize the gap between as-is and to-be stage using a structured framework. **The key content of the session includes:**

Strategic Thinking of As-Is Finance Organization

Identify To-Be Finance Organization-The Expected Roles of Finance

## SESSION 3: IDENTIFY CHANGE INITIATIVES TOWARDS FINANCE TRANSFORMATION

**Identifying the change initiatives required** to create a successful finance organization.

Explore Possible Improvement Area vs. Expectations Towards the CEO, CFO and Finance Organization

What Finance is Expected to Play

## SESSION 4: BEST PRACTICE- THE FUTURE OF FINANCE FUNCTION

Learning how the world-class Finance Function and the world's best performing companies have successfully transforms the finance functions, so you can develop your own version **Finance Organization in the future**

Lunch & Networking: 12.15 - 13.30

13.30 - 15.00

## SESSION 5: TRANSFORMING THE FINANCE FUNCTION INTO VALUE DRIVER & STRATEGIC BUSINESS PARTNER



**Mrs. Narisa Wetpanyawong**

Advisor & Partner

P&T Consulting Co., Ltd.

**Transformation** - How to Expand Beyond the Back Office to be Special Business Unit (SBU) : Case Study

**Traditional Function** to be Great Platform SBU for Synergy Corporate Goals Achievement

**What the Tools & Technique** for Transformation and Increase Valuation to Corporate : Case Study

Afternoon Break: 15.00 - 15.15

## SESSION 6: HOW CFOs DRIVES CHANGE & LEAD THE FINANCE TRANSFORMATION

15.15 - 16.45



**Dr. Tayat Sriplung**

Former Managing Director

Watson & Wyatt (Thailand)

**กรณีศึกษาของซีเอฟโอ** ในการฟอร์มฝ่ายการเงินให้เป็นคู่คิดธุรกิจของซีอีโอ

**Towards CFO Excellence** – How CFOs set up a dedicated vision and optimize their strengths

**Cases on Changes Management** in the Finance Functions to ensure the finance transformation programs

**Key Lessons Learnt and Recommendations** for Your Companies



## DAY TWO: 11 JULY 2024

09.00 - 12.15

Morning Break: 10.30 - 10.45

**SESSION 7: DEVELOPING THE WORLD-CLASS FINANCE FUNCTION-THE CASE OF FINANCE-SHARED SERVICES****Mrs. Kanya Niwatsakul**

Former Executive Director

Seagate Technology (Thailand) - Global Leader for Financial Services

This session will introduce **World-Class Finance Function Model and Finance Shared Services** as means to contain cost, drive efficiency and deliver continuous process improvement. This last session will focus on achieving an effective target operating model and the discussion among shared services options and **its benefit for the finance organization**.

Shared Services Planning, Design and Implementation

Pros &amp; Cons for Shared Services vs. Outsourcing

Developing Process Standardization for Shared Services Operation

Integrating Process Improvement into Shared Service Operations

Performance Measures - Designing &amp; Implementing

Expanding the Scope of Shared Service Operations

Lunch &amp; Networking: 12.15 - 13.30

13.30 - 15.00

## SESSION 8: TRANSFORMING THE FINANCE FUNCTION INTO VALUE DRIVER & STRATEGIC BUSINESS PARTNER



### Dr. Phutthisith Tungsirihirunkul

Former Chief Executive Officer, Von Bundit Co., Ltd.  
Founding Partner, IBEX Advisory

**Transformation** - How to Expand Beyond the Back Office and Support Digital Transformation

How to Develop the Support of Your Senior Leadership Team

How to be a Change Agent at The Top of The Organization

Afternoon Break: 15.00 - 15.15

## SESSION 9: FINANCIAL TRANSFORMATION DISCUSSION- THE BOARD PERSPECTIVES

15.15 - 16.45



### Mr. Gong Rungswang

Director of the Executive Board  
Industrial Estate Authority of Thailand

**Perspectives: Finance and Banking** - A Real Story of Transformation

**Real Case** : Current Adjustment and Policy Transformation



# FINANCE TRANSFORMATION

Transforming 'Finance Function' into  
\*Value-Driver & Strategic Partner\*

ทรานส์ฟอร์ม'การเงินบัญชี' สู่\*คู่คิดซีเอฟโอ & ซีอีโอ\*  
ขับเคลื่อนผลกำไร

ความผันผวนทางเศรษฐกิจ แรงกดดันเพื่อลดค่าใช้จ่าย การเพิ่มกำไร และการบริหารเพื่อที่จะเป็นคู่คิดกับหน่วยธุรกิจในการตัดสินใจเชิงกลยุทธ์ (Strategic Business Partner) ล้วนเป็นความท้าทายของบริษัทที่ต้องเผชิญอย่างต่อเนื่อง ดังนั้น CFO และผู้บริหารด้านการเงินจึงมีหน้าที่รับผิดชอบ และบทบาทมากขึ้นกว่าการเป็นนักการเงินขององค์กรจากความท้าทายดังกล่าวข้างต้น ส่งผลให้บรรดา CFO และหน่วยงานการเงินของบริษัทชั้นนำ เดินหน้าปฏิรูปหน่วยงาน เพื่อให้สามารถรองรับการเติบโตทางธุรกิจ และสามารถตอบสนองความต้องการทางธุรกิจในยุคปัจจุบัน



FINANCE

FINANCE

## TRANSFORMATION

# หลักสูตรพิเศษสำหรับผู้บริหารการเงินบัญชี ที่มุ่งมั่นสร้างความสำเร็จให้แก่องค์กร

**Today's Finance Function needs to** execute on a much broader range of responsibilities than existed in their traditional role as corporate accountant, expanded and increasingly complex roles, especially becoming a strategic business partner. **This Masterclass will foster you and your finance organization stay ahead in the face of growing challenges and demands.** It will bring you with forward thinking and fresh insights drawing from real experiences in leading companies on designing & executing your **Finance Transformation program.**

## Turn Traditional Finance into Value Driver & Strategic Business Partner

- **Define** Key Traits & Changing Roles of FINANCE in High-Level Areas to Create Value in the Organization
- **Assess** Current State to Identify Performance Gap between As-Is and To-Be Finance Function
- **Explore** Possible Change Initiatives to Bridge the Gap between As-Is & To-Be Finance Function
- **Design**, Plan & Develop 'Finance Shared Services': Best Practices & Lessons from a Global Company
- **Transforming** the Finance Function into Value Driver & Strategic Partner: Value Driver & Enabler within Finance

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MEET THE EXPERTS & ASIA'S BEST CFO OF ASIAN EXCELLENCE AWARD

Key Information	Easy Ways to Register
<b>When:</b> 10 - 11 JULY 2024	<b>Online Registration</b> <a href="http://www.omegaworldclass.org/register-online/">http://www.omegaworldclass.org/register-online/</a>
<b>Where:</b> Grande Centre Point Ratchadamri	<b>E-mail:</b> <a href="mailto:conference@omegaworldclass.org">conference@omegaworldclass.org</a>
***If there are any changes, we will inform you again.	<div>กรุณาส่งเอกสาร ภายในวันที่ 27 JUNE 2024</div> 

Registration Fee	เจาะลึกปัญหา ปรัชชาตรงจุด
<b>Fee Per 1 Person</b>	<b>28,500.00</b>
<b>VAT 7 %</b>	<b>1,995.00</b>
<b>Total Amount (Bath)</b>	<b>THB 30,495.00</b>

\*\*สามารถภาษีหัก ณ ที่จ่าย 3% ได้

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Class Timetable & Course Schedule
<b>8.30</b> Register & Morning Coffee
<b>9.00 - 10.30</b> Program Commences
<b>10.30 - 10.45</b> Morning Break
<b>10.45 - 12.15</b> Program Commences
<b>12.15 - 13.30</b> Lunch & Networking
<b>13.30 - 15.00</b> Program Commences
<b>15.00 - 15.15</b> Afternoon Break
<b>15.15 - 16.45</b> Program Commences
<b>17.00</b> End of Program