



**I N F I N Z**

**2-DAY  
STRATEGY &  
VALUE  
CREATION  
MASTERCLASS**

26 - 27 MARCH 2025

**EMPOWER YOURSELF  
WITH AN EFFECTIVE  
TOOLKIT & SHARPEN  
YOUR COMMERCIAL  
ACUMEN**



## ABOUT the masterclass



**Make better decisions as business leaders - both strategically and commercially - and deliver on them.**

This masterclass will help you identify and leverage the key value drivers that propel value creation and give you the tools to develop business plans that deliver on the organisation's goals and objectives.

### WHO should attend

- Professionals who require an understanding of strategy, value creation and business planning to assist in their leadership roles.
- Individuals looking to expand their careers in governance and senior leadership roles with a commercial focus, or, those evaluating or responsible for the performance of a business or division in question
- Those looking for a refresher on strategy, value creation or business planning.

### BENEFITS & outcomes

- Gain tools in strategy & business planning that align with the organisation's goals and objectives.
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- Learn from practical business planning & case study exercises, and gain confidence and knowledge to more effectively support the board & senior management.

### THE presenters

**Kevin McCaffrey**  
PRINCIPAL, MY GOVERNANCE

Kevin, a former Partner at PwC, brings extensive experience in governance, strategy, & change management across various industries & regions.

**Jim McElwain**  
INFINZ EXECUTIVE DIRECTOR

Jim has over 25 years experience as a Corporate Finance Director & has extensive experience in both public & private sectors, including Treasury, PwC and Ernst & Young.

### FROM LAST YEARS' ALUMNI

*"Highly valuable masterclass with insightful and relevant content for strategy development."*

*"The group activities and discussions were effective and reinforced my learning."*

*"I found the practical application of strategies to real-world scenarios really useful."*

*"The masterclass was well-organised, ran smoothly, and Kevin's presentation was engaging, clear, and interactive."*

## WHEN & where

**26 - 27 MARCH 2025**

8.30 am to 5.00 pm each day  
Networking & drinks at the end of Day One

Auckland City  
Venue TBC

## CONTENT will include

### LEARNINGS

- What is Strategy? The Strategy Lifecycle
- Purpose, Vision/Outcomes, Principles & Values
- Strategic Options/Scenarios/Tools - SWOT, Porters Five Forces, Value Creation, Role Play Techniques
- Risk
- Value Driver Trees (VDTs) Concept
- Value Driver Trees In-practice
- Business Plans
- Monitoring - Roadmaps, VDTs Worked Example

### PRACTICAL EXERCISES

- Case Study Review & Improvements
- Options Generation - Group Exercise
- Four Big Investments / Scenario Selection
- Four Big Investments / Assessment using VDTs
- Group Presentations

## HOW to register

Places are limited. To register or enquire contact Faith Taylor at [support@infinz.com](mailto:support@infinz.com)



### PRE-REQUISITE

Sound financial literacy and understanding of financial statements

### COST

INFINZ Members - \$1,415 + GST  
Non-Members - \$1,785 + GST

10% Discount: Alumni from Next Directors program  
10% Discount: Where three or more register from the same organisation  
20% Discount: For those outside the Auckland Region  
(Please note: A maximum of 20% discount applies to any one registrant).

### MORE INFORMATION?

[www.infinz.com](http://www.infinz.com)

