



Commercial
**STRATEGY
& VALUE
CREATION**

TWO-DAY MASTERCLASS

16
CPD HOURS

**BUILD YOUR
COMMERCIAL
ACUMEN**

DATE & TIME

21 and 22 July 2026
8.30 am - 5.00 pm daily

WHERE

ANZ, Level 30, ANZ Centre
23 Albert Street
Auckland CBD

About the Masterclass



MAKE BETTER DECISIONS AS BUSINESS LEADERS - BOTH STRATEGICALLY & COMMERCIALY - AND DELIVER ON THEM

Now in its third year, 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 & business planning to assist in their leadership roles.
- Individuals looking to expand their careers in governance & 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 and 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 and leader in EY Consulting's governance practice, specialises in governance, strategy, and change management. Since 2021, he has focused on his own consulting firm and serves on various commercial, community, and NFP boards.

Jim McElwain

INFINZ EXECUTIVE DIRECTOR

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



OUR 2025 ALUMNI SAY

'The most productive workshop I've ever attended. Incredible value for money...'

'The utilization of a real-life and live case study was extremely useful...'



WHEN AND WHERE?

21 and 22 July 2026

8.30am to 5.00pm each day

Networking & drinks at the end of day one.

ANZ

Level 30, ANZ Centre

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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
- Business Plans
- Monitoring - Roadmaps

Practical Exercises

- Case Study Review: Fonterra divestment of its consumer goods business.
- Options Generation - Group Exercise
- Scenario Selection
- Group Presentations

Prerequisite

Sound financial literacy and understanding of financial statements

HOW TO REGISTER

Places are limited. Register online or to enquire contact Faith Taylor at support@infinz.com.

COSTS

INFINZ Members - \$1,535 + GST

Non-Members - \$1,855 + GST

10% Discount: Alumni from the Next Directors programme; or 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).