



Idea Initiator

GARY COKINS

Gary is USA based, an internationally recognized expert, speaker and book author in the areas of Strategic Cost Management, Business Performance and Value Based Management systems. He has worked for Deloitte, KPMG, and SAS. Gary is a 1971 graduate of Cornell University and a 1974 Northwestern University Kellogg MBA. He is founder of Analytics-Based Performance Management LLC & Advisory Board Member of Indian Society of Management Accountants (ISMA) <https://www.linkedin.com/in/garycokins>

Organizers: Indian Society of Management Accountants (ISMA) www.cmaonline.in

Noida Management Association (NMA) www.nmanoida.org

Day, Date and Time: Saturday, 2nd May 2020, From 6.00 PM to 8.00 PM IST

Participation Entry: First Come Basis for First 95 Participants (No registration fees)

Learning Objectives:

- ⇒ How to view enterprise and corporate performance management (EPM/CPM) as the seamless integration of managerial methods rather than as a process.
 - ⇒ Understand how business analytics is an advance over business intelligence and where Big Data fits in.
 - ⇒ How to identify and differentiate strategic KPIs in a balanced scorecard and operational performance indicators (PIs) in dashboards.
 - ⇒ How to perform “predictive accounting” for capacity-sensitive driver-based budgets / rolling financial forecasts, what-if analysis, and outsourcing decisions.
 - ⇒ How to overcome implementation barriers such as behavioral resistance to change and fear of being held accountable.
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Join Zoom meeting at <https://us02web.zoom.us/j/84262105597>

Meeting ID: 84262105597 => *No Password is required*

Meeting Host
CMA Pankaj Jain
President, ISMA

Co-Host
Mr. Surinder Mohan
President, NMA

Moderator
CMA (Dr.) Amarendra Kumar
Hon. VP, ISMA

Woman Perspective
Ms. Aparajita Prasad
Founder, Meta Connect

Industry Perspective
CA Manoj Jain
Director Finance, Saya Group

Concluding Remarks
CA Virag Shah
Founder, Connect Easy