



Lynch Pin Holdings

SCALING UP SERIES: EPISODE CASH 2024

+ LPH CAMPUS, RADIA | 29 OCTOBER 2024

KIAN CAMPUS,
RADIA, SHAH ALAM

29 - 30 OCT

MASTERING
CASH FLOW
AND PRICING
FOR GROWTH

 **JOSHUA CHAN**

YYC Advisory Director
Scaling Up Implementor





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PROGRAM TAKEAWAY

WHY THIS WORKSHOP?

In today's fast-paced business environment, cash flow is the lifeblood of any company. However, many businesses struggle with managing their cash flow effectively, leading to operational challenges, missed opportunities, and stagnation. This workshop is designed to tackle these issues head-on by equipping participants with practical tools to master cash flow management and strategic pricing. By attending, you'll learn how to optimize your financial processes and unlock new opportunities for growth, ensuring your business stays agile and competitive.

PROGRAM FEATURES

- **Structured Approach** to Cash Flow Mastery & Strategic Pricing
- **Actionable Framework & Strategies**
- **Interactive Discussion** & **Real-World Applications**

WHO SHOULD ATTEND

**Business Owners, Senior Executives,
Key Dept Heads & Their Team**

*For the best engagement, we are opening this Workshop to **ONLY 25 committed Decision-Makers.***

In this 2-day intensive workshop, participants will gain critical insights and hands-on tools to master cash flow management and implement effective pricing strategies tailored for business growth.

PROGRAM OUTLINE



Day 1: Cash Flow Mastery

- Understand the **7 Levers of Cash Flow** to pinpoint key financial drivers and unlock hidden opportunities.
- Explore **Power of One Strategies** to significantly boost your cash flow and financial performance.
- Learn how to identify and optimize your **Marginal Cash Flow** and **Cash Conversion Cycle**, allowing you to streamline processes and enhance liquidity.
- Develop actionable **Cash Acceleration Strategies** designed to ensure immediate and long-term financial stability.



Day 2: Strategic Pricing

- Identify your **Core Customers** and gain deep insights into their needs and fears, allowing you to align your offerings more effectively.
- Build compelling and value-driven offerings with well-thought-out pricing structures.
- Learn how to structure your **Pricing Strategy** to maximize revenue, customer satisfaction, and long-term profitability.

By the end of the workshop, you will be equipped with actionable strategies to improve cash flow, drive better financial results, and position your business for sustainable growth in today's competitive market.



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PROGRAM AGENDA DAY 1 - CASH FLOW

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	1 hr	Registration
9:00 AM	1 hr 30 mins	7 Levers of Cash Flows & Power of 1 Strategies
10:30 AM	30 mins	AM Break
11:00 AM	1 hr	7 Levers of Cash Flows & Power of 1 Strategies (Cont'd)
12:00 PM	1 hr 30 mins	Lunch
1:30 PM	1 hr	Identify Cash Conversion Cycle
2:30 PM	30 mins	PM Break
3:00 PM	1 hr	Strategize Cash Acceleration Strategies
4:00 PM	30 mins	Break
4:30 PM	1 hr	Identify Marginal Cash Flow
5:30 PM		END

Reminder :

Flexibility should be expected on the AM/PM BREAK timing.

To ensure your best experience and engagement, mobile phones or laptops ARE DISCOURAGED during ongoing sessions.



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PROGRAM AGENDA DAY 2 - PRICING STRATEGY

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	1 hr	Registration
9:00 AM	1 hr 30 mins	Identify Core Customers
10:30 AM	30 mins	AM Break
11:00 AM	1 hr 30 mins	Determine Needs & Fears
12:30 PM	1 hr 30 mins	Lunch
2:00 PM	1 hr 30 mins	Build Product / Service Offerings
3:30 PM	30 mins	PM Break
4:00 PM	1 hr 30 mins	Develop Tiered Pricing Structures
5:30 PM		END

Reminder :

Flexibility should be expected on the AM/PM BREAK timing.

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OUR SCALING UP IMPLEMENTOR

JOSHUA CHAN

YYC Advisory Director, Scaling Up Implementor

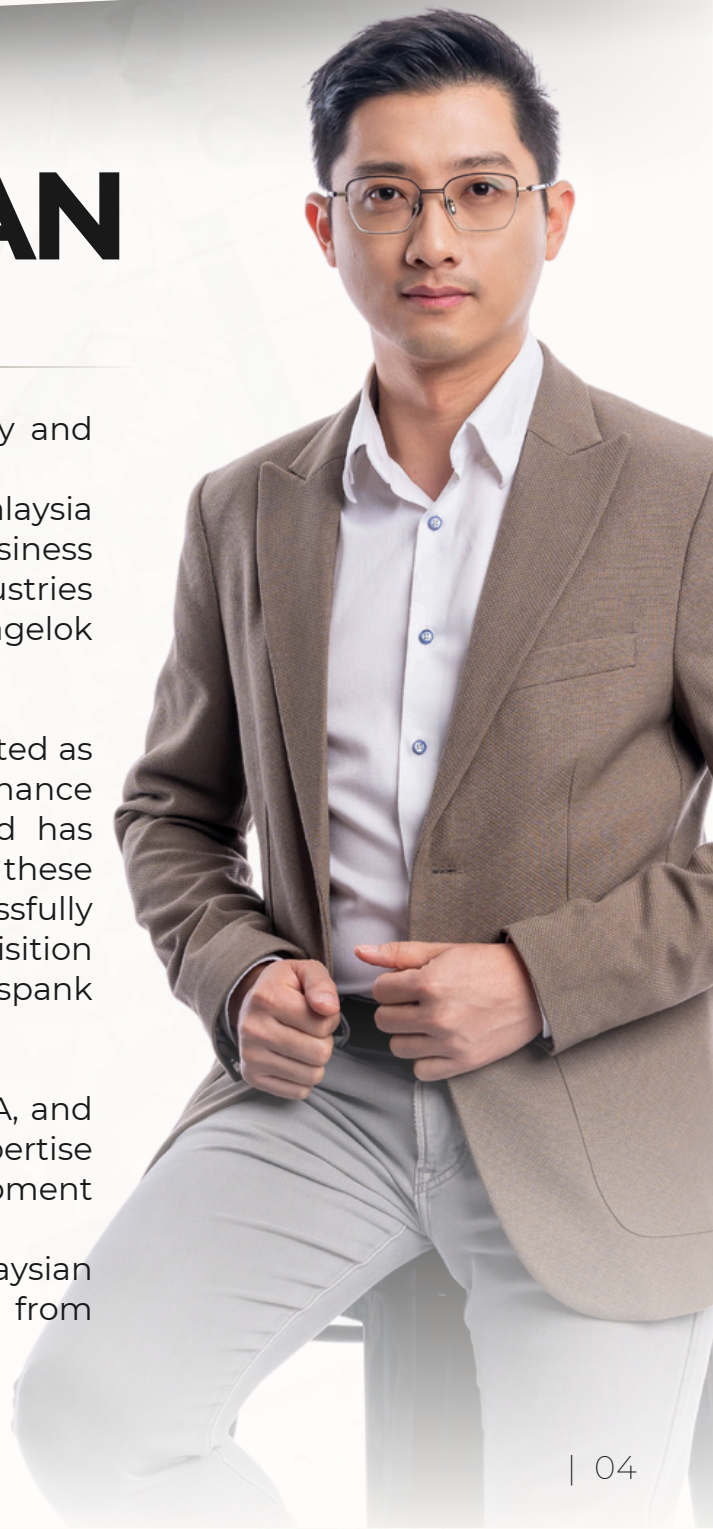
Joshua is the CEO of Red Ascend Consultancy and the Advisory Director of YYC Group.

Joshua is a Scaling Up Implementor in Malaysia under YYC group. He has served as the Business Strategy Advisor companies from various industries including YYC Holdings, BossBoleh, Swagelok Indonesia & Semenyih Memorial Hill Group.

He has diverse experience in both highly regulated as well as innovative industries. He has built the finance operations at Newsway, iflix & BossBoleh and has successfully led in multiple funding rounds in these startups. Being an M&A expert, he has successfully deployed RM100mil funding for roll up acquisition strategy for a Scaling Up company which spank across the ASEAN region.

Joshua is an active Coach & Speaker with ACCA, and Malaysia Institute of Accountant. His area of expertise includes Strategy, Finance, Personal Development and Microsoft Productivity tools.

Joshua is a Chartered Accountant of the Malaysian Institute of Accountants and holds an MBA from University of Strathclyde.





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INVESTMENT
FEE

RM 2,600

INDIVIDUAL: PER PAX

RM 10,500

TEAM OF 5: (RM 2,100 / PAX)

HRDC
CLAIMABLE
UP TO **RM 2,600**
PER PAX

CANCELLATION & REFUND POLICY



NO REFUND: AFTER 11 OCT
25% REFUND: BEFORE 11 OCT



- Substitutions are welcome at any time. Please notify us **at least 3 working days before the event.**
- All cancellations must be in writing by email to our Event Administrator.
- Lynch Pin Holdings Sdn Bhd reserves the right to cancel or alter the content and timing of the program or the identity of the speakers for reasons beyond its control.

HOW TO **REGISTER**

- **Click Here to Register :**
<https://www.lynch-pin.com/r/SUCreg>
- **Reach out to us via E-mail :**
hello@lynch-pin.com



HRDC CORP CLAIMABLE UP TO
MYR 2,600/PAX FOR 2 DAYS

MyCOID & COMPANY NAME :
943338D
(LYNCH PIN HOLDINGS SDN. BHD.)



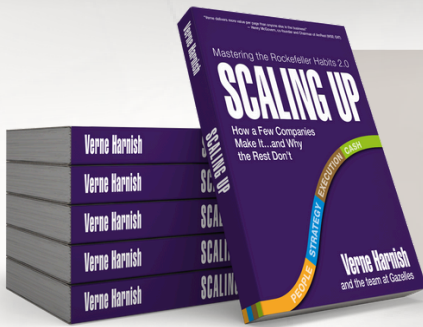
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BOOKS FOR SALE



SCALING UP
RM100

COMPENSATION
RM85

