EXPERT FACULTY

Dennis Geyer is an internationally respected expert in strategic cost analysis, activity-based management and multi-driver cost modeling. His consulting practice specializes in designing cost and performance measurement systems, developing cost reduction strategies and conducting strategic pricing and business process analysis. By linking business process analysis with finance, Geyer helps clients identify opportunities to increase financial performance through improved operational design.

Geyer has provided strategic advisory and business systems design services to numerous clients in a wide variety of industries including banking, healthcare, manufacturing, technology, telecommunications and transportation. Former clients include Bechtel, DHL, Pacific Bell (AT&T), Wells Fargo Bank and Xerox.

A sought-after speaker and educator, Geyer serves on the faculty at the Haas School of Business and travels extensively, conducting public and customized seminars primarily to executive audiences in the U.S., Latin America and Southeast Asia.

LOCATION

Helzel Board Room
Haas School of Business
University of California
2220 Piedmont Avenue
Berkeley, CA 94720-1900

For directions, see the campus map at—
http://www.berkeley.edu/map/maps/large_map.html

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WHAT YOU WILL LEARN

- Recognize the various stages of evolution of cost reduction programs
- Combine the proven benefits of JIT and ABC approaches to cost reduction
- Achieve results through improved resource planning, process design and product design
- Understand the critical link between operational design and financial performance
- Identify creative strategies for reducing customer transaction costs

NEW THINKING ABOUT COSTS

- Why the old ways of thinking about costs don’t work anymore
- What are the most common mistakes made
- Seven attributes shared by world-class competitors
- A new way to create shareholder value

HOW COSTS ARE DRIVEN OUT

- Creating lean organizational structures
- Streamlining production processes
- Outsourcing non-strategic processes
- Exploiting new technologies

TOWARD A COMPREHENSIVE MODEL

- Strategies for improving resource planning
- Strategies for improving process design
- Strategies for improving product design
- Strategies for improving overall system design

STAGES IN COST REDUCTION

- Understanding the stages of evolution of cost reduction
- Distinguishing between cost cutting and cost management
- Moving from standard costing to Kaizen costing
- Developing a long-term strategic cost plan

REduction stRategies

- Exploiting the 4 ABC strategies for cost reduction
- Eliminating the 7 wastes of Just-in-Time
- Exploiting the 4 ABC strategies for cost reduction

Level: Advanced
Prerequisites: None
CPA Hours: 8

CANCELLATION POLICY
Cancellation received by March 25, 2008 will result in a full refund less a $150 cancellation fee. No refunds will be granted after March 25, 2008.

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