

**How to Manage Your
SMEs Effectively Based
on SMEs Governance
Best Practices**



September 19-20, 2018

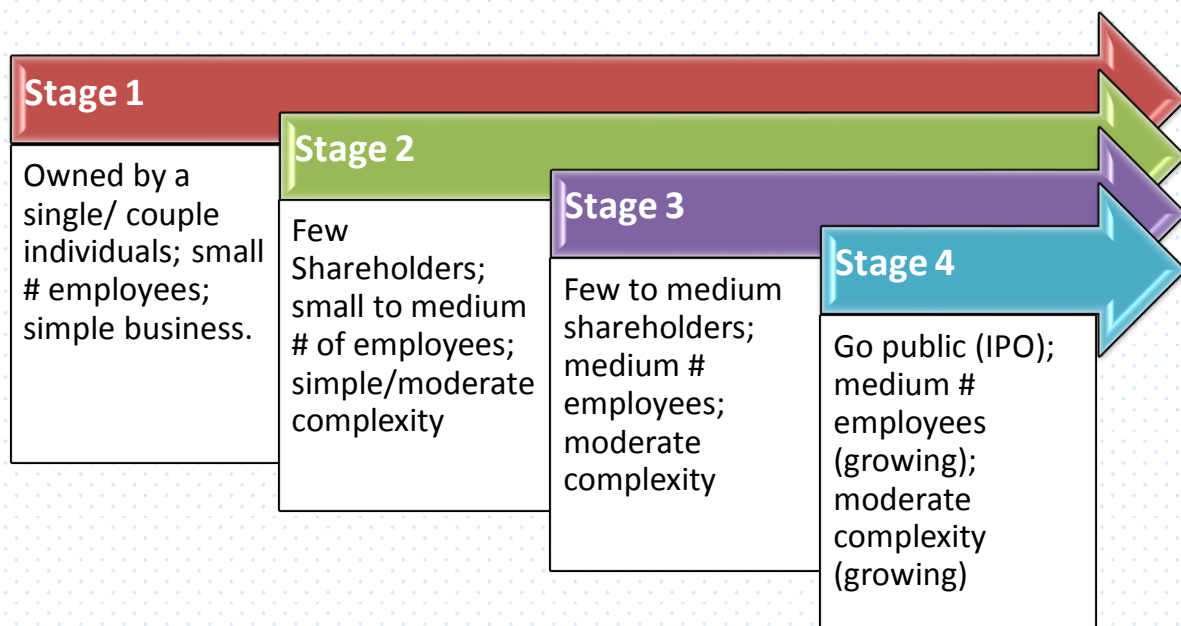
Amman - Jordan

Dear All:

Jordan Institute of Directors ("JIoD"TM) is pleased to invite you to our upcoming “**How to Manage Your SMEs Effectively Based on SMEs Governance Best Practices**” course that is composed of two days comprehensive workshops. The **English program** will be taking place in **September 19-20, 2018**.

The purpose of this workshop is to equip SME owners and senior management with diagnostic tools based on the four SME growth stages that help improve your management and effectiveness, internal controls management, governance processes and procedures, improve performance, facilitate access to finance with lower costs, increase the value and foster sustained growth.

The course is designed to be interactive, whereby participants will discuss SME management principles and then determine how best to apply them in their own organizations.



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What is going to be covered in the workshop?

- Interactive action planning sessions assessing the SME practices related to its structure, internal controls etc.
- Exposure to SME tools, techniques and templates.
- Investor Networking Session where participants get to meet investors
- How to access increased finance.

The uniqueness of this course:

- Scientific materials developed by IFC.
- Interactive action planning sessions assessing the SME practices.
- Diagnostic tool file, other related annexes and real case studies that can be used directly by the company.
- Accredited Jordanian and Arab trainers by the International Finance Corporation IFC - member of the World Bank Group, will be implementing this training program.

Who should attend the workshop?

- Individuals from the senior, executive and board levels of companies who wish to improve their SME practices.
- SME corporate secretaries who will be assisting SMEs implement best practices.
- Family members from Family Owned Enterprises who wish to ensure the sustainability of their company.

Investment:

JOD 300 Per Participant

- 10% discount through the Early Bird registration (**before September 1, 2018**).
- 16% sales tax will be added to the value above. يضاف ١٦% ضريبة مبيعات على المبالغ المذكورة أعلاه.

Program Details:

Duration: 2 Training days (9:00am-6:00pm)

Deadline for registration: **September 10, 2018**

Module #1: Introduction on SMEs Governance for SMEs

Introduction	IFC SMEs Governance Program and CG Diagnostic Tool.
	Introduction to SMEs Governance.
	Why is SMEs Governance Important to SMEs.
	Investor's Perspective and Case Example.

Module #2: Building an Effective and Efficient Board

Building an Effective and Efficient Board	Boards: Why, What, & How?
	IFC – CG Matrix.
	Advisory Board of Directors.
	Setting a Formal Boards of Directors- Board Roles – Director Duties – Chairman's Role.
	Board Composition – Board Committees.
	Board Procedures – SMEs Secretary – Board Remuneration – Board Evaluation.
Case Study: Transforming a Family Business.	

Module #3: Management Control Environment

Manage Your Business	Business Planning and Monitoring Processes.
	Organizational Structure and Information Flow.
	HR and IT Management Functions.
Control Your Business	Risk Management and Internal Control Framework.
	Finance and Accounting Sub-functions/Cycles.
	Internal and External Audit.
Annex 1	Risk Management & Internal Control Framework.
Annex 2	Finance and Accounting Sub-functions/Cycles.

Module #4: Disclosure and Transparency

Disclosure and Transparency	Internal and External Communication.
	Annual Report and Disclosure Examples.
	Trouble-shooting Guide for the Board.
	Diagnostic: How transparent are your disclosure practices?
	Disclosure and Transparency – Regulatory views.

Module #5: Family Governance

Family Governance	Family Governance.
	Important Topics in Family Business Governance.
	Case Study: Family Board Transformation.
	Diagnostic: Is your family business effectively governed?
Annex1	More on Family Institutions.
Annex2	Family Businesses and IPOs.

Module #6: Shareholding Practices

Shareholding Practices	Shareholders' Rights.
	Dividends.
	Code of Conduct and Related Party Transactions (RPTs).
	Conflict of Interest.
	Annual General Assembly Meeting (AGM) Practices.
	Diagnostic: Are your shareholders' rights adequately protected?
Annex1	Insider Trading.
Annex2	Guidance for Administering the AGM.

**REGISTRATION FORM FOR "HOW TO MANAGE YOUR SMEs EFFECTIVELY BASED ON SMEs GOVERNANCE BEST PRACTICES"
September 19&20, 2018**

Personal Details:

First Name:	Mobile No.:
Last Name:	Email:
Company:	Twitter:
Position:	LinkedIn:
Land line:	Facebook:

Method of payment:

Cash

Cheque

Signature: _____ **Date:** _____

Would you like to suggest this workshop to other people? Yes _____ No _____

If yes, can you please provide us with some names and their contacts?

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* Please return this registration form upon completion either:

- By email to Oraib@JIoD.org or Ruba@JIoD.org
- By fax on +962 6 5856448
- For more information please contact +962 6 5866448