



Transitioning from Finance into Business

Brisbane – August 2009

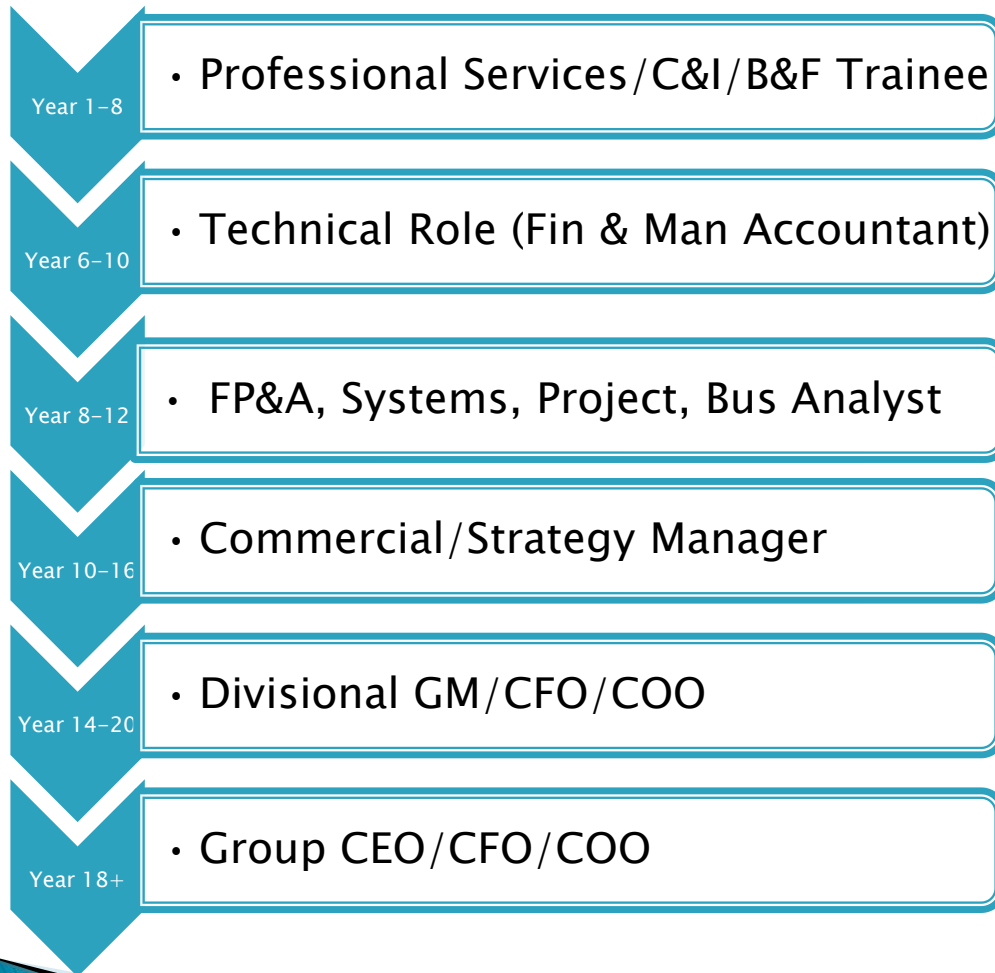
Introduction

- ▶ Welcome
- ▶ Purpose
- ▶ Agenda
- ▶ Case Studies
- ▶ Summary
- ▶ Q&A

Finance Is The Heart Of Business



Example Career Path Into Business



Traits of Success



People Skills (EI)

- Leadership
- Networking
- Corporate Awareness
- Communication Skills
- Ethical Behaviour
- Self Assessment
- Drive and Ambition



Commercial Skills

- Making Decisions
- Unemotional and Unbiased
- Objective Thinking
- Understanding Big Picture
- Macro and Micro View of Business
- Focus on Long Term Strategy
- Awareness of Results non financial



Technical Skills

- Financial Skills
- System Skills

The Toolkit

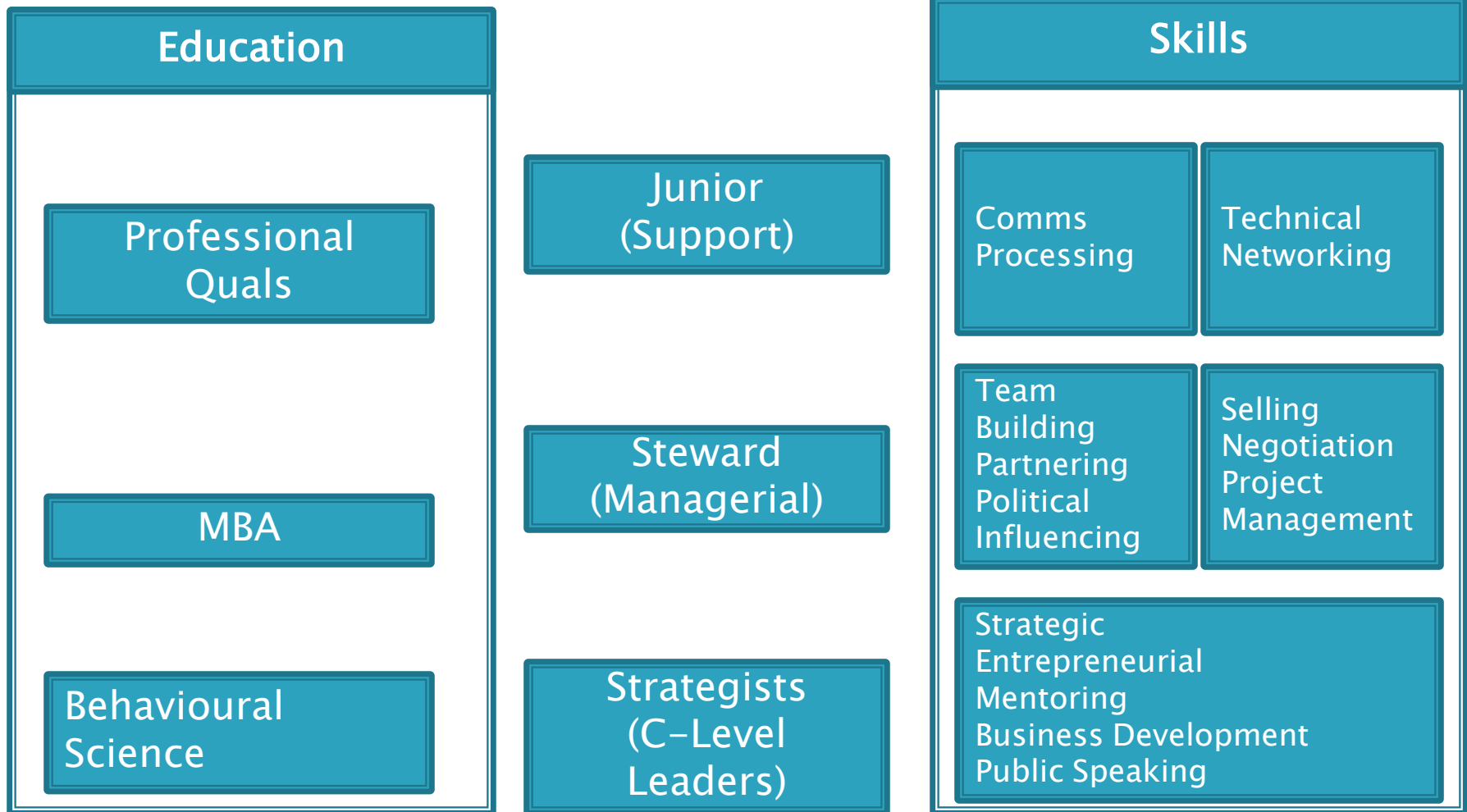
Must Haves

- ▶ Relationships
- ▶ Further Skills Outside Finance
- ▶ Business Exposure
- ▶ Exceptional Self Marketing Skills
- ▶ A Strategic Approach To Your Career

Actions

- ▶ Develop and expand your networks
- ▶ Look at up-skilling (MBAs and further study)
- ▶ Promote yourself across the business
- ▶ Find mentors and coaches
- ▶ Plan your career path

Continual Improvement



Robin Khuda Presents: About PIPE Networks Ltd

- ASX listed (ASX: PWK) facilities-based telecommunications company with market cap ~ A\$250M
- Owns 3rd largest metropolitan fibre optic network in Australia
- Listed in ASX in 2005 (float price \$0.40), current price \$4.38 (at 14 Aug 09)
- Currently building submarine cable from Sydney to Guam (~7,000km in length) with onwards connectivity to the US and Japan (\$200M+ project)
- Strong track record of delivering sustainable Revenue and NPAT growth, with FY07 – FY09 CAGRs of 45%+ both at Revenue and NPAT level. 100% YoY growth forecast in FY10
- PIPE's historical share price performance:



Successful Leaders from ASX Top 50 Companies



Richard Goyder
Managing Director
Wesfarmers



Terry Ibbotson
CEO, Australia
QBE Insurance



Matthew Quinn
Managing Director
Stockland



Nicholas Moore
Chief Executive Officer
Macquarie Group



Peter Clare
Group Executive,
Operations Westpac



David Moffat
Group MD, Consumer
Marketing Telstra



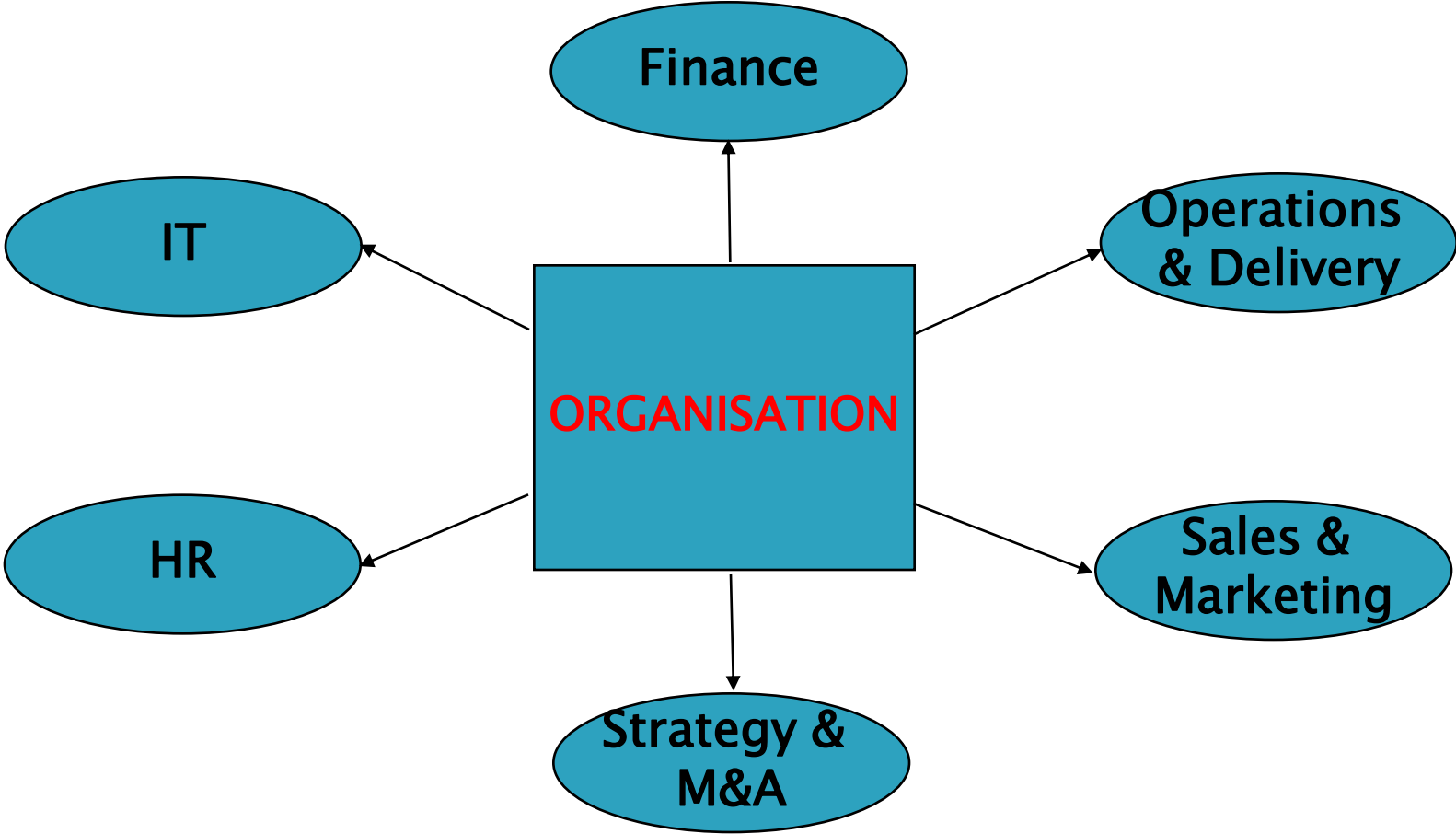
Nick Smith
Senior VP, Human Resources
Brambles



Michael Harte
Chief Information Officer
Commonwealth Bank of
Australia

Source: Company Websites

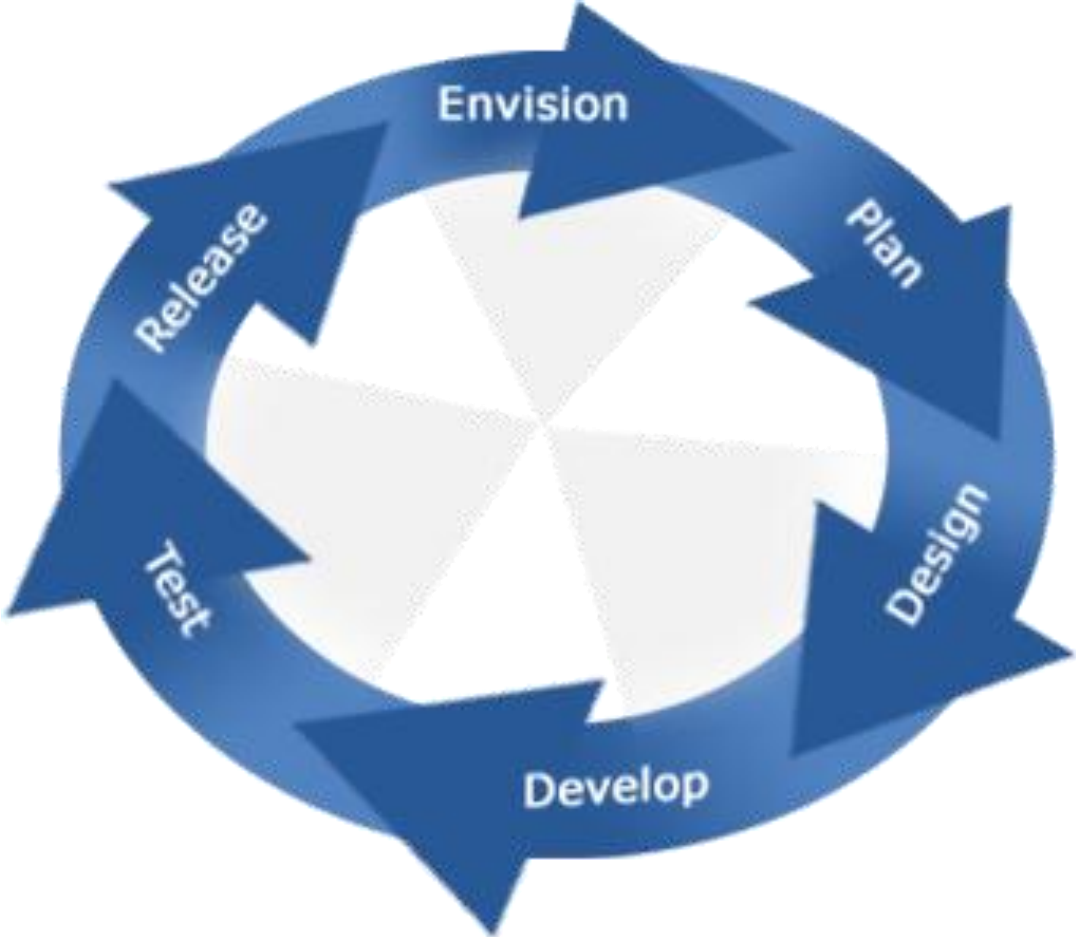
Organisation Structure



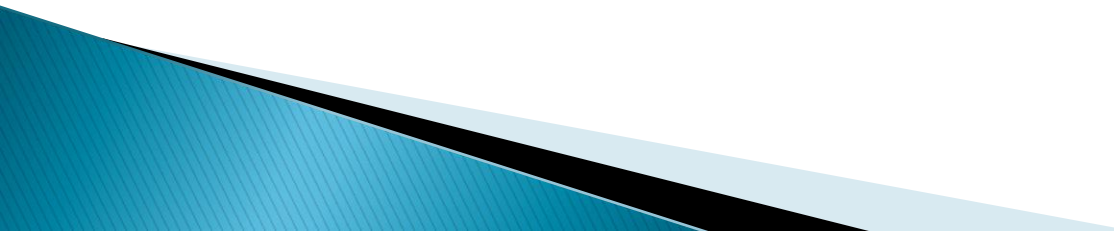
Goal of an Executive / Company



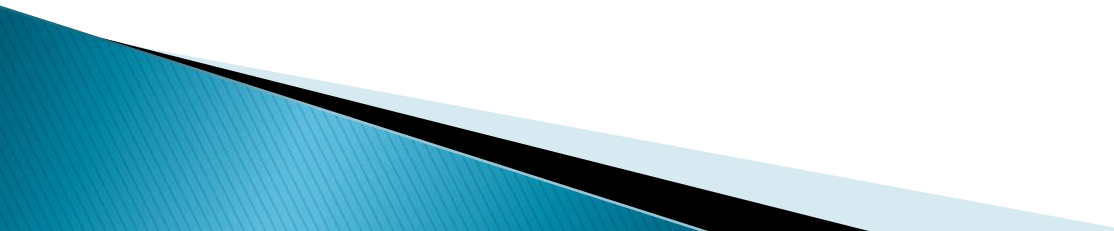
Product Development Lifecycle



Step 1: Attain Soft Skills

- Strategic thinking
 - Ability to adjust to change
 - Personal integrity
 - Implement organisation's vision
 - Strengthen relationships / be a team player
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Step 2: Attain Hard Skills

- Role Specific Qualification (i.e. CPA / CFA / CNE)
 - General Management Program (i.e. MBA)
 - Specialised Education (i.e. Executive Programs)
- 

Transition from Finance to Business: Four Step Process

- Attain Soft Skills
 - Attain Hard Skills
 - Networking / Find a Mentor
 - **Sell Yourself**
- 

Summary

Action Items

- ▶ Consider your ongoing development
- ▶ Gain exposure to other parts of the business
- ▶ Make a career plan and execute it

Questions & Answers

