

# € TRAINING

Basics of Financial Planning and Analysis



25 - 29 November 2024  
Casablanca (Morocco)  
New Hotel



# Basics of Financial Planning and Analysis

REF: F2416 DATE: 25 - 29 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program delves into the fundamentals of financial planning and analysis FP&A, providing essential tools and techniques for effective budgeting, forecasting, and financial decision-making. It empowers participants to create robust financial plans and analyses that drive organizational success.

## Program Objectives:

By the end of this program, participants will be able to:

- Understand the core concepts of financial planning and analysis.
- Develop and manage budgets and financial forecasts.
- Analyze financial statements and performance metrics.
- Implement strategies for improving financial decision-making.
- Use FP&A tools to support organizational goals and performance.

## Targeted Audience:

- Financial Analysts.
- Budget Managers.
- Finance Directors.
- Business Controllers.
- Financial Planning Professionals.

## Program Outline:

### Unit 1:

#### Introduction to Financial Planning and Analysis:

- Overview of FP&A and its role in organizational success.
- Key components of financial planning: budgeting, forecasting, and reporting.
- Understanding financial statements and their impact on planning.

- The relationship between FP&A and strategic planning.
- Case studies on effective financial planning and analysis.

## Unit 2:

### Budgeting Fundamentals:

- Steps in the budgeting process: planning, preparation, and approval.
- Types of budgets: static vs. flexible, zero-based vs. incremental.
- Techniques for developing accurate and realistic budgets.
- Analyzing budget variances and making adjustments.
- Tools and software for budgeting.

## Unit 3:

### Financial Forecasting Techniques:

- Overview of forecasting methods and their applications.
- Quantitative vs. qualitative forecasting techniques.
- Building and refining financial models for forecasting.
- Scenario analysis and its role in forecasting.

## Unit 4:

### Analyzing Financial Performance:

- Key performance indicators KPIs and financial metrics.
- Techniques for analyzing financial statements income statement, balance sheet, cash flow statement.
- Performance benchmarking and comparison.
- Identifying trends and making data-driven decisions.
- Tools for financial analysis.

## Unit 5:

### Enhancing Financial Decision-Making:



- Strategies for effective financial decision-making.
- Integrating FP&A insights into business strategy.
- Communicating financial information to stakeholders.
- Continuous improvement in FP&A processes.
- Examples of improved decision-making through FP&A.