

# € TRAINING

Advanced Financial Analysis With Planning  
and Control



7 - 18 October 2024  
Casablanca (Morocco)  
New Hotel



# Advanced Financial Analysis With Planning and Control

REF: F157 DATE: 7 - 18 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction:

This training program delves into advanced financial analysis, planning, and control techniques that are crucial for high-level decision-making in corporate finance. It equips participants with sophisticated tools and methodologies to enhance strategic planning, optimize financial performance, and drive organizational success. It empowers them to apply advanced financial strategies to complex business scenarios.

## Program Objectives:

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

- Implement advanced financial analysis techniques for comprehensive company evaluation.
- Develop and apply intricate financial models to support strategic forecasting and decision-making.
- Utilize sophisticated planning and control tools to optimize resource allocation and financial performance.
- Conduct in-depth performance analysis and strategic financial planning to achieve organizational goals.
- Integrate financial insights into strategic decision-making to enhance business growth and risk management.

## Targeted Audience:

- Senior Financial Analysts.
- Corporate Finance Managers.
- Strategic Planners.
- Financial Controllers.
- Investment Managers.
- Business Consultants.

## Program Outline:

Unit 1:

### Advanced Financial Analysis Techniques:

- Advanced ratio analysis: profitability, liquidity, solvency, and efficiency metrics.

- Trend and common-size financial statement analysis.
- Application of the DuPont model for in-depth performance evaluation.
- Comparative analysis with industry benchmarks.
- Advanced financial analysis tools and software integration.

## Unit 2:

### Building Complex Financial Models:

- Principles of complex financial modeling: structures and methodologies.
- Incorporating dynamic variables and advanced functions in models.
- Sensitivity and scenario analysis for model robustness.
- Best practices for model development, documentation, and validation.
- Integration of macroeconomic variables and industry-specific factors.

## Unit 3:

### Strategic Forecasting and Planning:

- Advanced forecasting techniques: time series, regression, and causal analysis.
- Integration of quantitative and qualitative forecasting methods.
- Building and calibrating forecasting models using advanced tools.
- Forecast accuracy evaluation and iterative refinement.
- Strategic planning frameworks and alignment with financial forecasts.

## Unit 4:

### Financial Statement Interpretation and Risk Analysis:

- Detailed analysis of financial statements: advanced techniques and interpretations.
- Identifying financial risks and red flags using complex indicators.
- Capital structure and cost of capital analysis.
- Performance analysis relative to industry standards and competitors.
- Communicating financial insights to stakeholders effectively.

## Unit 5:

### Budgeting and Control Strategies:

- Advanced budgeting techniques: zero-based, flexible, and rolling budgets.
- Integration of budgeting with strategic and operational plans.
- Budgetary control: variance analysis and corrective actions.
- Utilizing key performance indicators KPIs for financial control.
- Leveraging budgeting software for enhanced control and accuracy.

## Unit 6:

### Capital Investment Analysis:

- Advanced techniques for capital budgeting: discounted cash flow DCF, net present value NPV, and internal rate of return IRR.
- Evaluation of investment opportunities and risk assessment.
- Application of scenario analysis and stress testing for investment decisions.
- Valuation techniques for mergers, acquisitions, and divestitures.
- Strategic alignment of capital investments with business objectives.

## Unit 7:

### Cost Management and Value Creation:

- In-depth cost analysis: cost behavior, allocation, and control.
- Activity-based costing ABC for accurate cost management.
- Strategic cost reduction and value-based pricing.
- Cost management tools and techniques for value creation.
- Implementing cost control measures and assessing their effectiveness.

## Unit 8:

### Strategic Financial Planning:

- Linking financial strategy with corporate strategy and objectives.

- Developing comprehensive financial plans: short-term and long-term.
- Strategic resource allocation and capital structure optimization.
- Financial scenario planning and risk management.
- Evaluating and adjusting financial plans based on performance metrics.

## Unit 9:

### Performance Management and Control Systems:

- Advanced performance measurement systems: balanced scorecard, economic value added EVA.
- Implementing and managing performance management frameworks.
- Analyzing performance data for strategic decision-making.
- Integration of financial control systems with organizational goals.
- Continuous improvement and adaptation of performance control systems.

## Unit 10:

### Advanced Risk Management and Compliance:

- Identifying and managing financial risks: market, credit, and operational risks.
- Advanced risk assessment and mitigation strategies.
- Regulatory compliance and its impact on financial planning.
- Developing risk management frameworks and policies.
- Monitoring and auditing financial controls for compliance and effectiveness.