BLACKBIRD FOR TRAINING

Financial Analysis for non-Finance

15 – 19 March 2027
Casablanca (Morocco)

UK Traininig
PARTNER



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Ref: 3254652_173182 **Date:** 15 – 19 March 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

Unlocking Financial Insights for Non-Finance Professionals is a 1-week course specifically designed to empower non-financial professionals with the essential tools and knowledge needed to understand, analyze, and apply financial data in decision-making processes. By focusing on practical applications, this course ensures participants can confidently interpret financial statements, leverage financial metrics, and integrate financial analysis into their daily work to drive business growth, enhance operational efficiency, and make better-informed decisions. This course gives you the opportunity to learn how to apply financial analysis in a practical way that improves business strategies and outcomes.

Course Objectives

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

- Demystify Financial Jargon - Build confidence in understanding key financial terms, concepts, and metrics commonly used in business.
- Analyze Financial Statements - Learn how to interpret income statements, balance sheets, and cash flow statements to evaluate a company's financial health.
- Apply Financial Ratios & Metrics - Understand and use financial ratios to assess business performance, profitability, and efficiency.
- Make Data-Driven Decisions - Use financial analysis to guide and improve decision-making processes, contributing to strategic business outcomes.

Course Outlines

Day 1: Introduction to Financial Concepts & Statements

- Understanding Financial Terminology & Key Concepts
- Overview of the Three Key Financial Statements Income Statement, Balance Sheet, Cash Flow Statement
- How Financial Statements Interconnect
- The Role of Financial Analysis in Business Decision-Making



Day 2: Income Statement and Profitability Metrics

- Decoding the Income Statement: Structure & Key Components
- Revenue Recognition and Expense Categorization
- Key Profitability Metrics Gross Profit, Operating Income, Net Profit
- Evaluating Performance with Profitability Ratios Profit Margins

Day 3: The Balance Sheet and Solvency Measures

- Understanding the Balance Sheet: Assets, Liabilities, and Equity
- The Importance of Liquidity: Current and Quick Ratios
- Solvency Ratios: Debt-to-Equity, Leverage, and Financial Health
- Assessing the Capital Structure of a Business

Day 4: Cash Flow and Liquidity Analysis

- Cash Flow Statement Breakdown: Operating, Investing, and Financing Activities
- Importance of Cash Flow in Business Operations
- Analyzing Liquidity and Operational Efficiency
- Free Cash Flow: What it Tells You About Business Sustainability

Day 5: Using Financial Data for Strategic Decision-Making

- Integrating Financial Metrics with Business Strategy
- Forecasting and Budgeting Using Financial Data
- Risk Assessment through Financial Analysis
- Practical Exercises: Analyzing Real-World Financial Scenarios and Making Informed Decisions

Why Attend This Course: Wins & Losses!

- Empower Non-Financial Professionals: Gain the essential skills needed to confidently understand financial data and apply it in decision-making.
- Analyze Financial Performance: Learn how to analyze financial statements and ratios to evaluate the financial health of a company using financial analysis techniques.
- Enhance Operational Effectiveness: Integrate financial analysis into daily business activities to improve efficiency.
- Data-Driven Decision-Making: Use financial insights to drive smarter, more informed business strategies and outcomes.



Conclusion

By the end of this course, you'll be armed with the essential skills to confidently navigate the world of financial data. You will not only understand how to interpret and analyze financial statements but also integrate financial insights seamlessly into your daily decision-making process. This newfound knowledge will empower you to drive business growth, enhance operational efficiency, and make smarter, data-driven decisions. Say goodbye to confusion around financial jargon and welcome the confidence to collaborate effectively with finance teams and contribute to strategic planning.

Don't just learn financial basics—master the tools to shape your company's future success. Join us today and be part of this advanced path in financial analysis and begin leading your business with data-driven decisions.

