BLACKBIRD FOR TRAINING

Financial Statement Diagnostics & Predictive Cash Flow Modeling

3 – 7 May 2027
Casablanca (Morocco)



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Ref: 3065_361075 **Date:** 3 – 7 May 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

In today's fast-paced financial world, finance professionals face increasing pressure to provide management with accurate and actionable insights. Analyzing and interpreting financial statements has never been more critical. Financial professionals must not only read the numbers but also understand the relationships between different financial elements, calculate and analyze key financial ratios, and effectively present their findings. This Advanced Financial Statement Analysis course will equip you with the necessary skills to analyze real-life financial statements, calculate financial ratios, and present detailed forecasts. You'll also learn how to apply financial forecasting techniques using Excel and create financial models, providing you with practical tools that can immediately enhance your performance in the workplace.

Throughout the course, you will dive deep into financial data analysis, covering everything from income statements to balance sheets, and will learn how to use the most effective financial analysis techniques. Real-life case studies and hands-on Excel examples will ensure that you gain practical, actionable skills to excel in financial analysis.

Course Objectives

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

- Apply a comprehensive framework for financial statement analysis to assess company performance.
- Use ratio and financial analysis techniques to evaluate company financials and their sector position.
- Interpret financial statements accurately and use the data to generate insights.
- Perform a detailed company evaluation based on financial statements and ratios.
- Analyze real-life financial statements from companies listed on global stock exchanges.
- Build financial analysis models and templates for forecasting and evaluation.



Course Outlines

Day 1: Required Components of Financial Statement Analysis

- Role of financial reporting and analysis: Understand the significance of financial reporting in decision-making.
- Core financial statements and the importance of the annual report: Introduction to the fundamental financial statements—balance sheet, income statement, and cash flow statement.
- The importance of notes and supplementary information: Understand how footnotes provide context and detail to the main statements.
- Objectives of financial statements audit: Overview of auditing procedures and their relationship to financial statement analysis.
- Types of audits: Explore the different types of audits and their impact on financial analysis.
- Financial statement analysis framework: Learn the process and methodology of financial statement modeling.
- Accounting cycle: Understand the flow of accounting transactions and their impact on financial statements.
- Financial reporting mechanics: The process of preparing and presenting financial data.
- Relationship and classification of financial statements: How each financial statement interacts and provides a holistic view of the company's performance.
- Financial reporting standards: Overview of International Financial Reporting Standards IFRS and Generally Accepted Accounting Principles GAAP.

Day 2: An Inside Look at Financial Statements

- Income statement components: Breaking down the income statement—revenue, expenses, and profits.
- Three important components of income statements: Gain an in-depth understanding of how to read and interpret the income statement.
- Revenue and expense recognition: Learn the principles behind recognizing revenue and expenses in line with accounting standards.
- Balance sheet components: Introduction to assets, liabilities, and equity.
- Measurement and classification of assets and liabilities: How to categorize and measure the elements of a balance sheet.
- Statement of changes in owner's equity: Analyzing the changes in shareholder equity over time.
- Cash flow statement: Understand the cash flow components—operating, investing, and financing activities.
- Direct vs. indirect methods in cash flow preparation: Learn the two main methods for calculating cash flow.
- Interpreting cash flow: How to analyze and assess a company's cash position.
- Cash-rich standard: The importance of cash reserves and liquidity in a company.



Day 3: Mechanisms of Financial Analysis Techniques

- Vertical analysis: Analyzing financial statements using a proportional approach.
- Horizontal analysis: Performing trend analysis to track growth and performance over time.
- Liquidity analysis: Use of key ratios such as current ratio, quick ratio, and cash conversion cycle to measure liquidity.
- Asset management and activity ratios: Evaluating asset efficiency using ratios like total and fixed assets turnover.
- Solvency analysis: Understanding the company's ability to meet long-term obligations with ratios like debt-equity and times interest earned.
- Profitability analysis: Key profitability ratios, including profit margin, return on assets ROA, and return on equity ROE.
- Market and valuation ratios: Price-earnings P/E and earnings-per-share EPS ratios for assessing market performance.
- DuPont analysis: Understanding the three-step and five-step models of DuPont analysis for deeper insights into financial performance.
- Limitations of ratio analysis: Knowing the boundaries and potential pitfalls of ratio analysis.

Day 4: Boosting Efficiency in Your Department

- The 10 must-have Excel tips: Learn powerful Excel techniques to enhance your financial analysis efficiency.
- Working with text files: How to manage financial data from multiple sources.
- Looking up records from a database: Automating data extraction for quicker analysis.
- Validating data and controlling data input: Ensuring the accuracy of financial data using Excel.
- Reconciliations and account analysis using pivot tables: Streamlining reconciliations and improving financial reporting accuracy.
- Creating management reports and dashboards: How to build insightful financial reports and dashboards for decision-making.

Day 5: Financial Forecasting Techniques for Analysts

- Income statement forecasting: How to project future revenues, expenses, and profits.
- Revenue forecasting: Techniques for predicting sales and revenue growth.
- Cost of sales and operating expenses forecasting: Learn to estimate cost structure and operating expenses.
- Balance sheet forecasting: Projecting future assets, liabilities, and equity.
- Fixed assets and working capital forecasting: How to plan for future investments and working capital needs.
- Retained earnings and dividend policy forecasting: Estimating earnings and dividends for shareholder value.
- Cash flow forecasting: Creating projections for operating cash flows, free cash flow to the firm, and free cash flow to equity.



Why Attend this Course: Wins & Losses!

Advanced Financial Analysis is a must-have skill for finance professionals looking to advance their careers and provide valuable insights to their organization. By attending this course, you'll be able to:

- Master the interpretation of financial statements and gain deeper insights into a company's financial health.
- Learn advanced financial forecasting techniques to predict future performance and make more informed decisions.
- Understand the financial analysis process from the ground up, including financial statement modeling and using Excel to streamline analysis.
- Become proficient in analyzing and presenting financial performance using a wide range of key ratios and metrics.
- Gain practical experience by analyzing real-life case studies and applying financial analysis techniques to published financial statements.

This course is designed to give you the tools you need to succeed in the fast-paced world of finance and stand out as an expert in financial analysis and forecasting.

Conclusion

Whether you're an experienced financial analyst or just starting your career, this Financial Analysis course will provide you with the skills and knowledge needed to excel. By diving deep into the mechanics of financial forecasting, ratio analysis, and Excel-based financial modeling, you'll walk away with practical insights and hands-on tools that will allow you to perform better financial analysis and forecasting.

Enroll today and take your financial skills to the next level with our expert-led course!

