BLACKBIRD FOR TRAINING

Cash Flow Management and Forecasting

23 – 27 November 2026
Casablanca (Morocco)



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Introduction

Cash flow is the lifeblood of every business, and effective cash flow management is crucial for sustaining operations, even during challenging times. Without proper cash flow management, businesses risk running out of funds, even if they are profitable in the long term. This cash flow management training offers an invaluable opportunity to learn and implement cash flow management strategies that drive financial stability and growth.

Throughout this program, participants will enhance their cash forecasting techniques and gain insights into improving financial management forecasting. By mastering cash flow management best practices, you will learn to apply these principles to optimize working capital, improve operating cash flows, and develop robust business funding strategies. This course equips professionals with the tools necessary to ensure their business operates efficiently, even in uncertain economic climates.

Course Objectives

By the end of the cash flow management and forecasting management course, participants will:

- Understand Cash Flow Principles: Acquire a solid understanding of the fundamental principles of accounting for cash flow.
- Analyze Cash Flow Statements: Expand your skills in analyzing and interpreting cash flow statements to gain insights into financial health.
- Optimize Working Capital: Learn strategies to optimize working capital for improved cash flow and liquidity.
- Evaluate Capital Investments: Apply effective techniques for capital investment evaluation and decision-making to ensure long-term profitability.
- Devise Business Funding Strategies: Understand how to devise optimal business funding strategies that align with company goals and cash flow needs.
- Prepare Cash Flow Forecasts: Learn to prepare realistic cash flow forecasts using financial modeling techniques, improving decision-making accuracy.



Course Outlines

Day 1: Introduction to Cash Flow Management

- Understanding the Importance of Cash Flow Management: Why cash flow management is critical to a company's survival and growth.
- Fundamentals of Cash Flow and Working Capital: Learn the basics of cash flow management and working capital.
- Business Accounting Principles: Understand the role of accounting and financial statements in managing cash flow.
- Profit vs. Cash Flow: Clarify the distinction between profit and cash flow management.
- Cash Flow Statement Analysis: Learn how to analyze cash flow statements to assess liquidity and solvency.
- Drivers of Cash Flow: Identify the key factors affecting cash flow management and how to control them effectively.

Day 2: Significance of Working Capital

- Working Capital Cycle: Recognize the cycle and how to manage working capital efficiently.
- Techniques for Improving Inventories and Receivables: Practical methods for enhancing cash flow management by improving inventory and accounts receivable.
- Key Ratios: Analyze important ratios that affect working capital and cash flow management.
- Enhancing the Cash Cycle Efficiency: Learn best practices for shortening and managing the cash cycle.
- Improving Financial Systems: Enhance internal financial systems to drive better cash flow management outcomes.

Day 3: Enhancing Operating Cash Flows

- Significance of Operating Cash Flow: Learn the importance of operational cash flow and its role in financial health.
- Cost-Volume-Profit CVP Analysis: Analyze how cost behavior impacts cash flow.
- Profit and Shareholder Value: Understand what drives profit and how it affects cash flow management.
- Improving Return on Investment ROI: Techniques for maximizing ROI through effective cash flow management.
- Asset Management Efficiency: Learn how boosting asset management leads to better operating cash flow.



Day 4: Sources of Finance and Capital Budgeting

- Business Finance Essentials: Learn the different sources of business finance and their role in cash flow management.
- Capital Structure Analysis: Explore how capital structure impacts cash flow and funding decisions.
- Cost of Capital: Learn how to calculate and manage the cost of capital in business operations.
- Capital Budgeting Principles: Understand key principles of capital budgeting in relation to cash flow management.
- Discounted Cash Flow Analysis: Apply discounted cash flow analysis using Excel modeling for investment decision-making.

Day 5: Techniques of Cash Flow Forecasting

- Managing Cash Resources: Learn effective cash flow management methods to optimize liquidity.
- Cash Flow Forecasting Techniques: Understand and implement techniques for accurate cash flow forecasting.
- Risk Management: Learn how to apply risk management techniques in cash flow forecasting to minimize uncertainty.
- Sensitivity Analysis: Use sensitivity analysis to evaluate the impact of potential changes on cash flow forecasts.
- Best Practices in Cash Management: Understand the best practices in cash management to improve financial performance.

Why Attend This Course: Wins & Losses!

- Enhanced Cash Flow Management: Master cash flow management strategies to ensure financial stability in any economic climate.
- Optimized Working Capital: Learn how to manage working capital efficiently, improving liquidity and cash flow.
- Accurate Forecasting: Gain practical skills in cash flow forecasting, enhancing decision-making accuracy.
- Capital Investment Insights: Apply the cash flow method for capital investment decision-making to ensure sound financial choices.
- Business Funding Strategy: Develop an effective strategy for securing the right business funding in alignment with cash flow management goals.
- Improved Financial Performance: Learn to integrate financial management forecasting into business planning, improving profitability.

Conclusion

The Cash Flow Management & Forecasting course is designed to equip professionals with the necessary cash flow management skills and forecasting management techniques to boost their organization's financial health. By mastering these essential principles, you will be better positioned to manage and forecast cash flow, ensuring your business remains financially viable and sustainable.



Join us now to master the best practices in cash flow management and enhance your ability to make informed financial decisions that will secure the long-term success of your business!

