Introduction:

A robust understanding of financial analysis is crucial for effective business management. This seminar focuses on the core principles of economic and financial analysis and harnesses Excel’s powerful features to enhance organizational value. The goal is to enable participants to strategically assess their company’s financial position, forecast future performance, and identify key drivers that impact shareholder value.

By exploring advanced financial analysis techniques and modeling tools, participants will gain expertise in financial forecasting, capital investment analysis, and financial performance evaluation.

Targeted Groups for Enhanced Financial Strategy:

- Financial Accounting Team Members
- Cost and Management Accounting Staff
- Finance Managers
- Planning Managers
- Commercial Managers
- Capital Investment and Project Team Members

Conference Objectives:

At the conclusion of this financial analyst seminar, participants will be able to:

1. Understand the fundamentals of **strategic financial planning**.
2. Apply advanced techniques in **economic and financial analysis**.
3. Utilize financial tools, including the **time value of money**.
4. Determine **key performance indicators** (KPIs) to manage business success.
5. Develop financial tools tailored to their business needs.
6. Analyze company **annual reports** to assess financial positions and make future projections.
7. Understand **interest theory** and apply the **time value of money** in financial models.
8. Construct an **economic value-added (EVA)** model from the shareholder’s perspective.
9. Amplify **capital investment** benefits through advanced modeling techniques.
10. Master **Excel® tools** such as Solver, Goal Seek, and Scenario Analysis to enhance financial strategy and shareholder value.

Targeted Competencies:

By the end of the seminar, participants will possess the following core

competencies:

- Proficient in **capital budgeting analysis**.
- Skilled in **forecasting cash flows** accurately.
- Able to **calculate the cost of capital**.
- Expertise in **building and practicing financial models**.
- Conducting **scenario analysis** and evaluating **free cash flow**.
- Utilization of **advanced Excel functions** for financial modeling.

Course Content Overview:

Unit 1: Foundations of Financial Modelling in the Global Business Context

- Understanding the definitions of **financial models** and their importance.
- Exploring the **10 steps** to create comprehensive financial models.
- Using **flowcharting techniques** to refine financial models.
- Grasping the connection between **strategic** and **operational** aspects of business entities.
- Recognizing key metrics of **wealth creation** and performance in global business.

Unit 2: Metrics of Success in Financial Analysis

- Introduction to **ratio analysis** as the cornerstone of financial assessment.
- Using **Excel templates** to calculate liquidity, leverage, and profitability ratios.
- Applying the **DuPont formula** and **EVA®** to interpret financial performance.
- Calculating **WACC** (Weighted Average Cost of Capital) and understanding the **cost of equity, debt, and preferred equity**.
- Developing the **EVA® model** and analyzing the impact of **acquisitions** on WACC.

Unit 3: Time Value of Money in Building Financial Models

- Recognizing the impact of **time on money** in financial models.
- Understanding **interest calculations** and benchmarking with **WACC** and **ROIC**.
- Using **Excel®** to calculate **present value (PV)**, **future value (FV)**, **net present value (NPV)**, **IRR**, and **modified IRR**.
- Applying **IRR** for **capital project evaluations** and forecasting models.
- Understanding model assumptions and recognizing **risk** in financial forecasting.

Unit 4: Evaluating Capital Investments and Historical Data Management with Advanced Excel

- Identifying **capital project types** and evaluating their **cash flows**.
- Understanding the development of the **Hurdle Rate** for capital investments.
- Applying **Excel® models** (NPV, IRR, discounted payback) to assess capital projects.

- Utilizing **historical data** for model forecasting and recognizing reliability and sensitivity factors in projections.

Unit 5: Leveraging Time Series and Portfolio Investments with Excel

- Creating **time series models** using histograms, moving averages, and regression analysis.
- Using **Exponential Smoothing** as a tool for **data analysis** and **forecast validation**.
- Implementing **sensitivity analysis** with **Goal Seek** and **Scenario Tools** in Excel®.
- Graphing **variance analysis** to measure **return** and **risk** in investments.
- Applying **Modern Portfolio Theory** and the **Capital Asset Pricing Model (CAPM)** for **portfolio management**.

Conclusion:

This **Financial Analysis and Modelling Essentials** seminar equips participants with practical financial modeling and analysis skills. By mastering these techniques, professionals will be able to forecast business performance, evaluate capital investments, and influence financial strategy. The seminar also enhances Excel proficiency to better assess shareholder value, drive strategic decision-making, and optimize business operations.

The seminar offers participants comprehensive insights into financial strategy, enabling them to engage confidently in discussions and contribute to effective financial planning and forecasting.