

MASTERING FINANCIAL STATEMENT ANALYSIS & REPORTING

“Turning Numbers into Insights: Interpreting Financial Statements for Strategic Decision-Making”

Schedule

Date	Venue	Fees (Face-to-Face)
29 - 30 Jan 2026	Dubai, UAE	USD 1995 per delegate

Introduction

In an era of data-driven decisions and financial transparency, the ability to interpret financial statements is essential for professionals across functions. Financial statements are more than compliance documents—they provide a window into an organization’s health, performance, and strategic direction. This intensive two-day program empowers participants to understand, analyze, and communicate financial statements confidently. The course integrates global best practices, analytical tools, and real business cases to equip participants with actionable insights for planning, evaluation, and performance monitoring.

Objectives

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

- Understand and interpret the structure and purpose of the balance sheet, income statement, and cash flow statement.
- Apply vertical, horizontal, and ratio analysis techniques to assess financial performance.
- Evaluate a company’s liquidity, profitability, solvency, and efficiency.
- Detect red flags, trends, and risks in financial reporting.
- Translate financial results into strategic insights for decision-making.
- Prepare and present basic financial analysis reports to stakeholders.

Why Attend

- Learn to see beyond the numbers and uncover what's really happening in a business.
- Gain hands-on experience analyzing real-world financial data.
- Strengthen your ability to support business planning and investment decisions.
- Improve your ability to communicate financial performance with clarity and confidence.
- Support strategic goals with credible financial insight.

Target Audience

This program is designed for:

- Financial and business analysts
- Accountants and controllers
- Project and operations managers
- Internal auditors and finance officers
- Non-finance professionals seeking financial fluency.

Individual Benefits

Key competencies that will be developed include:

- Financial statement literacy
- Financial analysis and reporting skills
- Decision-support based on financial data
- Risk identification and benchmarking
- Financial communication and reporting

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved business planning and financial analysis capability
- Stronger performance evaluation and reporting processes
- Enhanced budgeting and forecasting support
- Better collaboration between finance and non-finance teams
- More informed and financially aware management culture.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Guided Lectures - Financial statement structure and analysis logic
- Case Studies - Real-world company performance reviews
- Ratio Labs - Hands-on calculation and interpretation practice
- Reporting Exercises - Summary creation and insight writing
- Peer Interaction - Collaborative analysis and presentations
- Templates - Statement checklists, dashboards, and analysis models

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Understanding and Analyzing Financial Statements

- **Module 1: Foundations of Financial Reporting (07:30 – 09:30)**
 - Structure of income statement, balance sheet, and cash flow
 - Relationship among statements and key terminology
 - Financial reporting standards and disclosures
- **Module 2: Vertical and Horizontal Analysis Techniques (09:45 – 11:15)**
 - Trend analysis using time-series data
 - Common-size analysis for comparison
 - Limitations and interpretation context
- **Module 3: Profitability, Liquidity & Solvency Metrics (11:30 – 01:00)**
 - Key ratios: current, quick, ROE, ROA, gross/net margin
 - Short-term and long-term risk indicators
 - How investors and stakeholders use ratios
- **Module 4: Financial Health Analysis – Case Study (02:00 – 03:30)**
 - Apply techniques to a real company's statements
 - Group review and reporting of findings

Day 2: Communication, Risk Detection, and Reporting

- **Module 5: Assessing Earnings Quality and Red Flags (07:30 – 09:30)**
 - Identifying aggressive accounting practices
 - Accruals vs. cash earnings
 - Warning signs in footnotes and disclosures
- **Module 6: Building a Financial Analysis Report (09:45 – 11:15)**
 - Structuring your findings and insights
 - Key charts, dashboards, and summaries
 - Aligning content to your audience
- **Module 7: Communicating Financial Insights (11:30 – 01:00)**
 - Tailoring your message to stakeholders
 - Graphical and verbal presentation of financials
 - Linking analysis to strategic implications
- **Module 8: Final Presentations and Wrap-Up (02:00 – 03:30)**
 - Participants present summary analyses
 - Feedback, action plans, and certification briefing

Certification

Participants who complete the program will receive a Certificate of Completion in **Mastering Financial Statement Analysis & Reporting**, recognizing their capability to interpret, analyze, and communicate financial performance with clarity and insight.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
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