

## FINANCIAL REPORTING & ANALYSIS

“Interpreting Financial Statements for Strategic Decision-Making, Transparency, and Business Insight”

### Schedule

Date	Venue	Fees (Face-to-Face)
21 - 23 Jan 2026	Kuala Lumpur, Malaysia	USD 2495 per delegate
03 - 05 Mar 2026	Doha, Qatar	USD 2495 per delegate

### Introduction

In a dynamic business environment, financial statements are more than compliance tools—they are a foundation for strategic decision-making, risk management, and investor confidence. Professionals who can interpret and analyze financial data have a powerful advantage in guiding performance and business direction.

This three-day course equips participants with the skills to understand, interpret, and evaluate financial reports. Participants will build the capability to link financial statement components, assess company performance using ratios and trends, and extract insights that influence planning and investment.

### Objectives

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

- Understand the structure and interconnection of financial statements.
- Analyze financial performance using ratio and trend analysis.
- Interpret the cash flow statement to assess liquidity and sustainability.
- Evaluate profitability, efficiency, and solvency positions.
- Identify red flags, anomalies, and opportunities in financial data.
- Communicate financial findings to non-finance stakeholders effectively.

## Why Attend

- Gain a comprehensive understanding of financial statements and reporting standards.
- Strengthen your ability to assess the financial health of a business.
- Support business strategy with insights derived from financial analysis.
- Improve reporting communication with senior leadership and investors.
- Avoid costly misinterpretations and support sound financial decisions.

## Target Audience

### This program is designed for:

- Financial analysts, accountants, and controllers
- Managers and executives who use financial data in decision-making
- Auditors and compliance professionals
- Budget officers and operations leaders
- Professionals transitioning into finance-oriented roles

## Individual Benefits

### Key competencies that will be developed include:

- Financial statement literacy and linkage
- Ratio analysis and performance evaluation
- Cash flow assessment and liquidity insight
- Red flag detection and financial communication
- Financial interpretation for business decision-making

## Organizational Benefits

### Upon completing the training course, participants will demonstrate:

- More informed financial decision-making across departments
- Improved budgeting, planning, and control based on financial realities
- Greater ability to communicate financial risks and opportunities
- Higher accuracy in forecasting and strategy development
- Enhanced reporting alignment with internal and external stakeholders

## Instructional Methodology

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

- Financial Briefings – Statement structures, standards, and formats
- Hands-on Workshops – Ratio calculation and analysis
- Tools – Financial dashboards, trend analysis models, red flag checklists
- Case Studies – Company performance and turnaround evaluations
- Excel Exercises – Cash flow modeling, working capital analysis
- Peer Learning – Collaborative review and reporting simulations

## MAWA EVENTS

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## Course Outline

### Detailed 3-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: Financial Statement Foundations

- **Module 1: Understanding Financial Statements (07:30 – 09:30)**
  - Income Statement, Balance Sheet, Cash Flow Statement
  - Key accounting principles (accrual, matching, conservatism)
  - Interrelationships between statements
- **Module 2: Revenue, Expense, and Profit Analysis (09:45 – 11:15)**
  - Gross, operating, and net margins
  - Revenue recognition practices
  - Expense categories and ratio relevance
- **Module 3: Balance Sheet Interpretation (11:30 – 01:00)**
  - Assets, liabilities, and equity explained
  - Working capital and solvency implications
  - Fixed asset investment vs. debt financing
- **Module 4: Workshop – Statement Linkage Simulation (02:00 – 03:30)**
  - Hands-on activity tracing transactions across statements

#### Day 2: Cash Flow and Ratio Analysis

- **Module 5: Cash Flow Analysis (07:30 – 09:30)**
  - Operating, investing, and financing flows
  - Cash flow health indicators
  - Free cash flow and capital adequacy
- **Module 6: Financial Ratios and Indicators (09:45 – 11:15)**
  - Liquidity, solvency, efficiency, and profitability metrics
  - DuPont Analysis and return diagnostics
  - Ratio benchmarking and peer comparisons
- **Module 7: Identifying Red Flags and Financial Risks (11:30 – 01:00)**
  - Signs of manipulation or unsustainable performance
  - Earnings quality and cash flow mismatches
  - Industry-specific red flags
- **Module 8: Group Exercise – Financial Diagnosis (02:00 – 03:30)**
  - Evaluate a company's financial strength using provided data

#### Day 3: Insight, Reporting, and Decision Support

- **Module 9: Strategic Use of Financial Data (07:30 – 09:30)**
  - Turning analysis into business insight
  - Supporting decision-making and capital planning
  - Connecting financials to business drivers
- **Module 10: Forecasting and Performance Evaluation (09:45 – 11:15)**
  - Using financial data for budgeting and planning
  - Trend analysis and year-over-year comparison
  - Target setting and variance interpretation
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**Module 11: Communicating Financial Findings (11:30 - 01:00)**

- Reporting to non-financial audiences
- Structuring dashboards, narratives, and visuals
- Preparing board and executive summaries

**Module 12: Course Wrap-Up and Certification (02:00 - 03:30)**

- Final group review and summary presentation
- Personal action plan and feedback session

**Certification**

Participants who complete the program will receive a **Certificate of Completion in Financial Reporting & Analysis**, recognizing their ability to interpret, evaluate, and communicate financial performance insights.

**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.

**In-House / Customized Training**

Interested in running this course for your team?

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