

FINANCIAL PLANNING, FORECASTING, ANALYSIS AND REPORTING

“Mastering Financial Tools for Informed Decision Making and Business Performance”

Schedule

Date	Venue	Fees (Face-to-Face)
19 - 21 May 2026	Cairo, Egypt	USD 2495 per delegate
27 - 29 July 2026	Dubai, UAE	USD 2495 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

In today's fast-paced and competitive business environment, effective financial planning, forecasting, analysis, and reporting are critical for organizations to stay ahead. This 3-day course is designed to help finance professionals understand and implement the tools and techniques for creating financial plans, predicting future financial performance, analyzing results, and reporting in a meaningful way.

Participants will gain hands-on experience in using financial data to drive business decisions, optimize cash flow, manage costs, and enhance organizational performance. By the end of the course, participants will be equipped with the necessary skills to perform accurate financial forecasting, analyze financial statements, and generate insightful reports that support business strategy.

Objectives

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

- Understand the key principles of financial planning, forecasting, analysis, and reporting.
- Develop financial models and forecast future performance based on historical data.
- Analyze financial statements to identify trends, risks, and opportunities.
- Use advanced financial analysis techniques to guide decision-making and business strategy.
- Create and present financial reports that align with organizational goals and objectives.
- Understand the role of financial data in budgeting, cost management, and performance evaluation.

Why Attend

- Gain a deep understanding of financial planning and forecasting tools to predict future business performance.
- Learn advanced financial analysis techniques to identify business opportunities and challenges.
- Develop the ability to prepare and present actionable financial reports that drive decision-making.
- Master the integration of financial data into business strategy, budgeting, and cost control.
- Enhance your skills in assessing and managing financial risks and opportunities in your organization.
- Improve communication and collaboration with other departments through clear and effective financial reporting.

Target Audience

This program is designed for:

- Finance professionals, accountants, and financial analysts
- CFOs, financial controllers, and other senior finance managers
- Business leaders, department heads, and managers involved in financial decision-making
- Professionals looking to enhance their skills in financial planning, analysis, and reporting
- Anyone seeking to improve their understanding of financial forecasting and analysis

Individual Benefits

Key competencies that will be developed include:

- Advanced financial forecasting, planning, and analysis skills.
- Expertise in using financial data to support decision-making and strategy.
- Ability to build financial models and conduct detailed performance analysis.
- Improved capability to assess financial risks and opportunities.
- Proficiency in creating and presenting clear, actionable financial reports.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced ability to align financial planning and forecasting with organizational goals.
- Improved financial analysis and reporting processes to support better decision-making.
- Greater insight into financial performance and strategic opportunities.
- More effective management of business risks through data-driven forecasting and analysis.
- Increased accuracy and reliability of financial reports, helping the organization maintain financial stability.

Instructional Methodology

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

- Strategy Briefings – In-depth discussions on financial planning, forecasting, and analysis techniques.
- Case Studies – Real-world examples of financial planning and forecasting in various industries.
- Workshops – Hands-on exercises using financial data to create forecasts, perform analysis, and develop reports.
- Peer Exchange – Group discussions to share insights and challenges in financial planning and reporting.
- Tools – Practical templates and tools to help participants apply the skills learned in their organizations.

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: Introduction to Financial Planning and Forecasting

- Module 1: Principles of Financial Planning (07:30 – 09:30)
- Key concepts in financial planning and forecasting
- Understanding the financial planning process and its impact on organizational strategy
- The relationship between financial planning and budgeting
- Module 2: Financial Forecasting Techniques (09:45 – 11:15)
- Developing forecasting models using historical data
- Identifying key drivers for financial performance
- Quantitative and qualitative forecasting methods
- Module 3: Analyzing Financial Statements (11:30 – 01:00)
- Understanding income statements, balance sheets, and cash flow statements
- Techniques for financial statement analysis: ratios, trend analysis, and benchmarking
- Identifying financial health and potential risks from financial statements

Day 2: Advanced Financial Analysis and Budgeting

- Module 1: Advanced Techniques in Financial Analysis (07:30 – 09:30)
- Variance analysis: comparing actual performance with forecasts and budgets
- Profitability analysis: analyzing profit margins and cost structures
- Scenario analysis and stress testing for decision-making
- Module 2: Budgeting for Financial Success (09:45 – 11:15)
- Developing effective budgets based on strategic goals and financial plans
- The relationship between budgeting and forecasting
- Techniques for cost management and optimizing resource allocation
- Module 3: Risk Management in Financial Planning (11:30 – 01:00)
- Identifying and managing financial risks in forecasting and planning
- Techniques for mitigating financial risks and uncertainties
- The role of financial planning in long-term business sustainability

Day 3: Financial Reporting and Decision-Making

- Module 1: Creating Actionable Financial Reports (07:30 – 09:30)
- Structuring financial reports for management and stakeholders
- Key performance indicators (KPIs) and metrics for financial reporting
- Best practices for presenting financial data in a clear and actionable format
- Module 2: Using Financial Data for Strategic Decision-Making (09:45 – 11:15)
- How to translate financial analysis into strategic decisions
- Using financial reports to support operational and strategic goals
- Communicating financial information effectively to non-financial managers
- Module 3: Continuous Improvement in Financial Planning (11:30 – 01:00)
- Strategies for refining financial planning and forecasting over time
- Leveraging data analytics for continuous improvement
- Building a culture of financial excellence in the organization

Certification

Upon completing the training course, participants will receive a Certificate of Completion in Financial Planning, Forecasting, Analysis, and Reporting, recognizing their ability to create and manage effective financial plans, perform advanced financial analysis, and produce insightful reports that support strategic decision-making in any organization.

Why Choose MAWA Events

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