

Course No. 1491

# Strategic Financial Analysis Training Course

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FINANCIAL MODELLING, VALUATION & BUSINESS ANALYSIS  
FINANCE, INVESTMENT & BANKING

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DURATION

**5 Days**

LOCATION

**Casablanca, Morocco**

DELIVERY

**Classroom**

DATES

**22 – 26 Feb 2027**



## Scheduled Event Details

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|---------------|---------------------|
| CITY          | Casablanca, Morocco |
| DATE          | 22 – 26 Feb 2027    |
| DELIVERY TYPE | Classroom           |
| COURSE FEE    | €4,300              |

## Course Overview

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The Strategic Financial Analysis Training Course provides a comprehensive framework for interpreting financial information and transforming financial data into practical insights that support strategic business decisions. The course is designed to strengthen participants' ability to evaluate financial performance, identify key business drivers, assess financial risks, and connect financial analysis with organizational strategy, operational performance, and long-term value creation.

Participants will develop a structured understanding of financial statements and the relationships between the income statement, balance sheet, and cash flow statement. The program goes beyond basic financial reporting by focusing on financial ratio analysis, profitability analysis, liquidity assessment, working capital, cash flow performance, cost structures, capital efficiency, and financial trends. This enables participants to move from simply reviewing financial figures to understanding what those figures mean for business performance and decision-making.

The course also focuses on forward-looking financial analysis, including budgeting, forecasting, scenario analysis, financial modeling concepts, sensitivity analysis, and evaluation of strategic alternatives. Participants will learn how to identify financial performance gaps, assess the financial implications of management decisions, and develop recommendations supported by reliable financial evidence.

Through practical exercises, financial case studies, analytical workshops, and decision-making activities, participants will build the skills required to produce meaningful financial analysis for management and executive audiences. The Strategic Financial Analysis Training Course supports organizations seeking to strengthen financial discipline, improve resource allocation, enhance performance management, and develop more effective strategic decision-making across finance and business functions.

## Objectives

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- Analyze the structure and relationships of the primary financial statements and interpret their implications for organizational performance during the first day of the course.
- Evaluate profitability, liquidity, solvency, efficiency, and financial performance using relevant financial ratios and analytical techniques by the end of the program.
- Apply trend and comparative analysis techniques to identify significant changes, performance gaps, and emerging financial risks within practical business cases.
- Assess working capital performance and cash flow drivers to identify opportunities for improving liquidity and operational efficiency.
- Develop a structured approach to analyzing revenue, costs, margins, profitability, and financial performance across business units or organizational activities.
- Evaluate the financial implications of strategic and operational decisions using relevant financial indicators, assumptions, and analytical methods.
- Apply forecasting, scenario analysis, and sensitivity analysis techniques to assess alternative financial outcomes during practical exercises.
- Design management-oriented financial analysis reports that communicate key findings, risks, opportunities, and recommendations clearly and accurately.
- Strengthen the ability to identify financial warning indicators and assess their potential impact on organizational sustainability and strategic objectives.
- Align financial analysis with organizational strategy, budgeting, performance management, investment decisions, and resource allocation through a final business analysis exercise.

## Who Should Attend

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The Strategic Financial Analysis Training Course is designed for finance professionals, financial analysts, management accountants, corporate finance specialists, budgeting and planning professionals, treasury professionals, investment analysts, and professionals responsible for financial reporting and performance analysis. It is also highly relevant to professionals working in accounting, strategy, business planning, commercial management, procurement, operations, and project management who need to interpret financial information and use it in business decision-making.

The course is suitable for finance managers, financial controllers, heads of finance, planning managers, business unit managers, commercial managers, investment managers, senior

accountants, risk managers, and internal control professionals. It is also valuable for executives, directors, and senior decision makers in government entities, ministries, public-sector organizations, banks, financial institutions, oil and gas companies, and large corporations who need stronger financial insight when evaluating performance, allocating resources, managing risks, and making strategic decisions.

## Learning Outcomes

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- Interpret income statements, balance sheets, and cash flow statements and explain their relevance to business performance.
- Analyze financial ratios to evaluate profitability, liquidity, solvency, efficiency, and financial stability.
- Identify key financial performance drivers and distinguish between operational, financial, and structural factors affecting results.
- Conduct trend, comparative, and variance analysis to identify performance gaps and emerging financial issues.
- Evaluate working capital components and determine their impact on liquidity, cash generation, and operational performance.
- Analyze operating cash flows and identify the factors influencing cash generation, cash consumption, and financial resilience.
- Assess revenue, cost, margin, and profitability performance across products, services, projects, departments, or business units.
- Apply forecasting, scenario analysis, and sensitivity analysis to evaluate potential financial outcomes and strategic alternatives.
- Prepare concise financial analysis reports that translate complex financial information into clear management insights and recommendations.
- Develop financially supported recommendations for improving performance, resource allocation, risk management, and strategic decision-making.

## Course Outline

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### DAY 01

## Foundations of Strategic Financial Analysis

- Purpose, scope, and role of financial analysis in strategic decision-making
- Understanding the structure and purpose of financial statements
- Relationships between the income statement, balance sheet, and cash flow statement
- Financial reporting information and its relevance to management decisions
- Identifying key financial drivers and performance indicators

#### PRACTICAL APPLICATION

Reviewing a set of financial statements and identifying major performance signals

### DAY 02

## Financial Performance, Ratio Analysis and Business Drivers

- Profitability analysis and evaluation of operating performance
- Liquidity and short-term financial health assessment
- Solvency, leverage, and long-term financial stability
- Efficiency and asset utilization analysis
- Financial ratio interpretation and benchmarking
- Revenue, cost, margin, and profitability analysis

#### PRACTICAL APPLICATION

Conducting a comprehensive financial performance assessment

### DAY 03

## Cash Flow, Working Capital and Financial Risk Analysis

- Understanding operating, investing, and financing cash flows
- Working capital management and cash conversion
- Receivables, inventory, payables, and liquidity analysis

## DAY 03 — CONTINUED

- Identifying cash flow weaknesses and financial pressure points
- Financial risk indicators and early warning signals
- Evaluating the relationship between profitability and cash generation

**PRACTICAL APPLICATION**

Diagnosing working capital and cash flow performance in a business case

## DAY 04

## Forecasting, Scenario Analysis and Strategic Financial Assessment

- Principles of financial forecasting and forward-looking analysis
- Developing financial assumptions and performance drivers
- Scenario analysis and evaluation of alternative business conditions
- Sensitivity analysis and assessment of key financial variables
- Evaluating strategic decisions through financial analysis
- Linking financial analysis with budgeting, planning, and resource allocation

**PRACTICAL APPLICATION**

Building and evaluating alternative financial scenarios

## DAY 05

## Management Reporting, Strategic Insights and Decision-Making

- Converting financial data into strategic management insights
- Identifying performance gaps, risks, opportunities, and improvement priorities
- Developing executive-level financial analysis and management reports
- Presenting financial findings to management and decision makers
- Linking financial analysis with organizational strategy and performance management
- Developing financially supported recommendations and action priorities

## DAY 05 — CONTINUED

**FINAL WORKSHOP**

Preparing a strategic financial analysis and management recommendation

- Presentation, review, and refinement of the final analysis

## Register or Request More Information

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Course page: <https://quest-training.com/courses/strategic-financial-analysis-training-course>

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