

FINANCIAL STATEMENT ANALYSIS

Learn what it takes to interpret and understand financial data
in order to become a more effective manager

COURSE CONTENT

In this powerful program presented by Benson & Company, we'll teach you everything you need to know about financial statement analysis—and we'll do it using real-world techniques that you can apply immediately. This won't be like a class in University—we won't waste your time with theories or academic jargon. We'll teach you what you need to know, how to apply it, and how to take back control of your financial picture.

Just Some of the Key Elements:

- **To understand the “language” of finance.** If you don't understand the basics of finance, simply listening to an accountant speak or reading a financial report can leave you thoroughly confused. But once you learn a few key concepts, it's not difficult. We'll teach you what you need to know so that you can interpret reports, understand your accountants, and make sense of otherwise confusing information.
- **How to quickly assess your financial picture in order to make key decisions.** Questions such as “can we afford to upgrade our office space” or “how much more debt can we afford to take on” are impossible to answer without a clear understanding of your overall financial picture. This program will teach you how to gather and interpret key data in order to make the right decisions for the future.
- **To interpret the “big three” financial statements.** Many consider the balance sheet, the income statement, and the cash flow statement to be the most important financial statements. We'll teach you how to analyse and interpret each of these statements so that you can make informed decisions.
- **How to identify the biggest profit-drivers for your business.** Which products or services are most profitable for your business? Are there product lines that should be cut? We'll

teach you how to dig in to the financial data and truly understand what is driving your company's profitability... or what is holding it back.

- **How to “cut through the gibberish” and get to the point.** Learn which numbers matter, and which ones don't—so that you don't have to spend hours staring at a sea of numbers in order to extract the important information.
- **To evaluate “liquidity” and determine whether you have sufficient cash on hand.** You may have plenty of assets on your books, but if you don't have enough liquidity or available cash, you may find yourself in a serious cash-flow crunch. We'll teach you how to evaluate your current liquidity or available cash and determine whether or not you need more on hand.
- **The basic assumptions made during financial reporting.** Accountants and financial professionals rely on certain assumptions when preparing statements and reports. We'll teach you what they are so that you can place these reports in their proper context.
- **How to evaluate cash flows. You have heard the saying that “cash is king.”** In business, that maxim is 100% true. Poor cash management has caused many promising businesses to collapse, and savvy cash management has kept many businesses afloat through hard times. Learn how to evaluate your cash management, how to spot problems, and how to take action in order to maximize your cash flow.
- **To view your financial statements in the same way a lender would.** If you're looking for a loan or an investment, one of the first things you will be asked to do is turn over your financial statements. In this program, we'll show you exactly what banks or investors are looking for.

Making sense of complicated financial information is an intimidating task for any professional—but particularly so for an individual without a financial background. If you find yourself overwhelmed by financial figures and statements, you aren't alone. However, failing to read and make sense of this important information can cost you.



THE BEST PRINCIPLES OF Financial Management in Action

CONTENT CONTINUED...

- **How to measure your financial standing against the competition.** Financial data can allow you to benchmark the performance of your business against others in your industry. This can provide valuable information that allows you to maximize your profitability—but only if you know what to look for. We'll teach you the important metrics, how to interpret them, and how to compare them to others in your industry.
- **Which financial statements are best suited for specific circumstances.** Some decisions are best made while consulting your balance sheet. Other times, your statement of cash flow contains the critical information. We'll cover a variety of common situations and explain which financial statements are most relevant.
- **Why working capital is so important** – and how to make the most of it. You've heard the term "working capital" thrown about, but do you understand how important it is to your business? We'll explain what it is, why it matters, and how to use it as efficiently as possible.
- **How to interpret sales information beyond the headlines.** Memos like "skyrocketing sales" or "plunge in sales" are sure to grab your attention—but they can also be misleading. We will teach you how to evaluate crucial data, such as costs per unit and profit margin, in order to put "top line" sales numbers in their proper context.
- **How to "make your case" to accountants and financial professionals.** If you've ever tried to talk business with an accountant or financial expert, you know that they speak their own distinct "language". We'll teach you how to speak it proficiently and persuasively so that you can get these key decision makers on your side while discussing strategy.
- **And Much, Much More...**

Evaluating financial statements may be intimidating—but it is a skill that must be learned in order to grow your business and your profitability. In this seminar from Benson & Company, we will teach you everything you need to know in order to make sense of key financial statements... so that you can make informed and profitable decisions.

"I would recommend this course to anyone looking for a solid understanding of accounting and financial principles. Not only do I understand numbers now, I also understand my company better too!" MBP Consulting

Our consultants and trainers are extremely experienced and talented professionals. We can create a program covering other topic areas that you may want to explore. Please contact us at info@bensonandcompany.net for more information about any of these or the following:

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| <input type="checkbox"/> Time Management | <input type="checkbox"/> Project Management | <input type="checkbox"/> Communication Skills |
| <input type="checkbox"/> Dealing with Difficult People | <input type="checkbox"/> Stress Management | <input type="checkbox"/> Presentation Skills |
| <input type="checkbox"/> Leadership Skills | <input type="checkbox"/> Supervisory Skills | <input type="checkbox"/> Personal Assertiveness |
| <input type="checkbox"/> Team Building | <input type="checkbox"/> Customer Service | |

If you would like additional information on Benson & Company Key-note and Business Speaking services, call or email us at the address below.



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