

# financialanalysis

for Business Development Professionals

*Proper analysis and understanding of financial statements is crucial to the success of a business. Sound financial analysis takes the guesswork out of the management role and replaces it with opportunities for solid decision making.*

Financial Analysis for Business Development Professionals will provide participants with an understanding of the relevance and importance of the attributes that lead to both individual and organizational success. Participants will become proficient in calculating and understanding margins, and will recognize the value of margins and why they should never be compromised. With this newfound knowledge, participants will be able to assist clients in conducting vertical and horizontal analysis, performing industry average comparisons and recognizing the limitations of industry averages. Participants will become skilled in analysing financial statements and quickly identifying common areas for improving business efficiencies.

*The aim of this two day session is to provide business development professionals with practical financial analysis tools and techniques to assist their clients to excel in business.*

#### The session will cover:

- Demystifying Financial Statements
- Horizontal & Vertical Analysis|
- Cash Flow Management
- Ratio Analysis
- Evaluating Business Market Value

#### Who Should Attend

Business Development Professionals (counsellors, consultants, and advisors, who work with small business clients to develop, maintain, and expand their businesses).

#### Benefits of Attending

- Identify problem areas and appropriate approaches toward a solution
- Better analyze clients' financial statements
- Develop a thorough understanding of all aspects of financial analysis
- Calculate the market value of a business and determine strategies to enhance value over time

#### Training Schedule

- Understanding margins
- Conducting vertical and horizontal analysis and comparison to industry averages
- Differentiating and understanding income statements, balance sheets and cash flows
- Techniques to improve cash flow
- Understanding and managing working capital
- Recognizing factors that lead to negative ending cash balance and identifying options for improvement
- Calculating and Interpreting key financial ratios
- Ratio comparisons to industry averages
- Calculating the market value of a business

Case studies will be utilized throughout the training to allow participants the opportunity for practical application of the theory presented in the workshop.

Participants will be engaged in an interactive learning environment and will be given the opportunity to apply the theory taught in the workshop through group case studies. All participants will receive a toolbox of resources and will develop skills with practical and immediate application for everyday use with their clients.

For more information: 1-866-654-4499, 902-585-1180, [acsbe@acadiau.ca](mailto:acsbe@acadiau.ca), [www.acsbe.com](http://www.acsbe.com)



# financialanalysis

for Business Development Professionals

Finance is the language of business. Financial Analysis is the ability to use that information to make solid informed business decisions. When used properly financial information is an invaluable tool, used to develop, manage, and grow successful businesses.

Through this program you can help guide your clients to success. You will gain the ability to show them how to increase their profitability and sustainability by making better informed decisions, based on their financial situation.



*Acadia Centre for  
Social & Business  
Entrepreneurship*

**ACSBE**