FINANCIAL ANALYSIS FOR NON-FINANCIAL LEADERS
Turning Knowledge into Profits

When profit margins are scrutinized by internal and external stakeholders, knowing how decisions impact your organization’s bottom line today and in the future is crucial. And knowing how to read financial information to make strategic decisions is also critical.

This program introduces and explains the essential elements of financial reporting, including managerial and financial accounting. Participants will learn to interpret the basic components of financial statements, develop a greater understanding of how financial information can be used as a strategic tool for decision making, and be able to communicate operating, marketing, sales and growth strategies in financial terms.

Format
Taught by award-winning Accounting Professor Bill Mayew, this program covers:

- Mastering financial statements
- Calculating the true cost of goods and services
- Budgeting and forecasting

Learning Outcomes
This three-day workshop will bolster your financial competencies by helping you:

- Read and understand financial statements to identify key takeaways
- Use financial statements to dissect a customer’s financial health and assess their credit quality
- Define and determine the true cost of goods or services
- Identify and account for relevant costs, including overhead, when adjusting a mix of products and services
- Forecast division finances with a comprehensive treatment of costs and expenses beyond inventory
- Understand key deviations from forecasts and assess the impact of potential changes to business processes
- Design control systems and incentives that align objectives with profitability

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