



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.

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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.

In today's business climate, characterized by rapid change, business owners and managers seldom have the resources readily available to efficiently adapt to these changes. Faced with such challenges, small businesses with limited financial training often have difficulty staying in the black; let alone prospering. Often clients do not fully understand the power of their financial information and neglect to consult their financial statements when making business decisions. This lack of financial management and resulting poor liquidity is often the fundamental source of most difficulties faced by small business owners and managers. It is therefore essential that small business counsellors understand the importance and the implication of proper financial analysis to effectively assist their clients without jeopardizing the business and its customers.

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.



"I have two university degrees and I learned more on practical business efficiency and great practice during this training than I could imagine."

— Sylvie LeBlanc, New Brunswick



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

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.

"I came into this course with minimal confidence, and I am leaving after only 3 days with a much improved confidence! I can't wait to get home to put my new found knowledge to work!"
– Tanya Kasteel, Northwest Territories

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.

**Acadia Centre for
Social & Business
Entrepreneurship**

ACSBE

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