

Financial and Non-financial Analysis Tools

FIN010

Course Description

This course provides a comprehensive understanding of analytical tools used to evaluate both financial and non-financial aspects of organizational performance. Participants will learn how to interpret financial statements, calculate key performance indicators (KPIs), and integrate non-financial metrics such as customer satisfaction, operational efficiency, and sustainability. Through a structured approach, this course empowers professionals to make informed decisions, identify improvement areas, and support strategic planning by combining financial data with qualitative insights.

Course Objectives

By the end of this course, participants will be able to:

- Interpret and analyze financial statements (income statement, balance sheet, and cash flow).
- Utilize key financial ratios to assess organizational performance.
- Apply non-financial metrics to evaluate areas such as customer service, employee engagement, and environmental impact.
- Integrate financial and non-financial data for comprehensive business performance analysis.
- Support strategic and operational decision-making through effective analysis and reporting.

Who Should Attend

- Managers and team leaders from both financial and non-financial backgrounds.
- Business analysts and strategic planners.
- Accountants, auditors, and financial controllers.
- Professionals in HR, operations, marketing, and sustainability roles seeking to understand the financial impact of their functions.
- Anyone involved in business performance evaluation or decision-making.

Course Duration

5 Working Days



Course Outlines

1. Introduction to Business Performance Analysis

- Understanding the role of analysis in decision-making
- Differences between financial and non-financial analysis
- Overview of key performance indicators (KPIs)

2. Financial Statement Interpretation

- Structure and components of income statements, balance sheets, and cash flow statements
- Understanding accounting principles behind financial reports

3. Financial Ratio Analysis

- Liquidity, profitability, leverage, and efficiency ratios
- Trend analysis and benchmarking techniques
- Interpreting ratios in business context

4. Non-Financial Performance Indicators

- Customer-related metrics (satisfaction, retention, loyalty)
- Operational KPIs (cycle time, quality, productivity)
- Employee-related metrics (engagement, turnover, training effectiveness)

5. Integrated Analysis for Strategic Decision-Making

- Combining financial and non-financial data
- Creating balanced scorecards and performance dashboards
- Case studies and real-world examples

6. Reporting and Communication of Analysis Results

- Structuring performance reports for different stakeholders
- Visual tools for presenting analysis (charts, dashboards, summaries)
- Making actionable recommendations based on data

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