Delivery Method

Group Live or
Group Internet Based
Duration: Five (5.0) full days

Program Description

Despite their technical expertise, many accountants lack experience as financial advisors and business partners. Whether in a corporate or consulting context, accountants are increasingly expected to provide consultative advisory services to clients and other business functions. This program is designed to develop accountants and their mindsets for a more consultative role in financial advisory.

Learning Objectives

Attendees will learn:

- How to gather, analyze, interpret and present data impactfully for business decision-making
- Provide insights through dynamic models and visuals to improve confidence and reduce risk
- Utilize technology and software to dramatically improve value
- Build financial projections and forecasts to provide actionable intelligence to clients

Prerequisites

Participants should possess intermediate financial acumen and a general understanding of Microsoft Excel and general business concepts.

Advance Preparation

Access to a laptop with Microsoft Excel 2013 or later and program files provided.

Financial Planning & Analysis (FP&A) for Accountants

Key Modules:

- FP&A business modeling for accountants
- Advanced dynamic modeling and forecasting
- Financial outputs and variance analysis
- Effective data visualization & business storytelling
- PowerPoint mechanics and navigation for accountants
- Development and analysis of business forecasting scenarios
- Presentation skills for accountants
- Strategic and operational planning in FP&A
- Excel's power functionality and accounting
- Introduction to VBA and macros for accounting

Who should attend this program: Controllers, CPAs, accounting consultants, accounting clerks, new and experience corporate accountants, accounting supervisors

Program Level: Intermediate, Advanced

CPE Credits: 40.0 Total (28.0 Finance, 6.0 Accounting, 2.0 Economics, 12.0 Communication & Marketing)

Financial Planning & Analysis (FP&A) for Accountants

Detailed Curriculum:

FP&A Business Modeling for Accountants

- Business modeling best-practices, organizational structure and hygiene
- Formula auditing, monitoring outputs, and evaluating formulas
- Coverage of key formulas & functions, ribbons, and core Excel functionality
- Simplification of complex modeling techniques
- Effective direct and indirect linking to internal and external datasets and accounting records
- Defining ranges, tables, data sets and formulas for dynamic references

Advanced Dynamic Modeling

- Creation of dynamic data sets and named ranges using OFFSET to reduce or eliminate manual updates to models and forecasts
- Dynamic data INDIRECT links to efficiently import financials and future data sets into models and analysis
- Microsoft Excel lookup functions: VLOOKUP, HLOOKUP, INDEX, MATCH, DATA VALIDATION

Financial Outputs and Variance Analysis

- Approaches for identification of key performance indicators (KPIs)
- Use of data visualization to communicate strategic mapping and KPI progress
- Monitoring and interpreting financial and operating variances
- Implementing materiality thresholds, highlighting period-over-period variances, and interpreting their causes
- Inclusion of flexible triggers for dynamic conditional formatting
- Building dashboards for meetings and presentations to accounting and non-accounting business partners
- Crafting fully-dynamic charts and graphs with automated updating and displays
- Utilization of form controls and toggles for enhancement of dynamic visuals ◢

Financial Planning & Analysis (FP&A)
for Accountants

Effective Data Visualization & Business Storytelling

- How FP&A can serve as a strategic partner to non-accounting functions and related decision-making
- Conveying clear and easily understood accounting and financial results for meetings and presentations
- Creation of deliverables with consideration given to accounting and non-accounting end-users
- Illustrating trends and anomalies with sparklines and dynamic data ranges
- Summarizing data and results using dynamic data sets, pivot charts, pivot tables, and pivot slicers

PowerPoint Mechanics and Navigation for Accountants

- Review of the PowerPoint ribbons and navigation
- Review of most commonly-used shortcuts
- The quick-access toolbar
- Building consistent branding and themes with the Slide Master
- Presenting in PowerPoint and connecting to external data and analysis work-files
- Formatting objects and aligning slides quickly and easily

Development and Analysis of Business Forecasting Scenarios

- Enhancement of scenario user-interface with form controls and toggles
- Option buttons, check boxes, combo boxes, spin buttons, scroll bars, group boxes
- Using the SUM OF WORKSHEETS approach to scenarios and consolidations
- Using the 3-D modeling approach to scenarios and consolidations
- Introduction to EPM and continuous planning platforms for accounting
- Introduction to the Developer ribbon and VBA (ie. macros)
- Usefulness of native scenario management and summary tools
- Incorporation of sensitivity tables and conditional formatting
- Forecasting and budgeting methods
- How risk, uncertainty, and probability affect forecasting accuracy ◢

Financial Planning & Analysis (FP&A)
for Accountants

Presentation Skills for Accountants

- Mindset and theory of financial and data-rich presentations

- Cognitive science of presentations and storytelling

- Determining presentation objectives, mapping the narrative, and minimizing mechanical steps in creation and maintenance of files

- Building smart templates

- Presenting financial and accounting data

- Understanding the audience and crafting tailored presentations

- Understanding how various audiences best receive information

- Communicating accounting insights versus data collection and analysis

- Big-picture versus detailed presentations

- Technical versus non-technical presentations

- Anticipating Q&A within the presentation

Strategic and Operational Planning in FP&A

- Overview of financial and accounting terminology

- Overview of financial statement analysis

- Revenue and cost builds by channel

- Assessment of the macroeconomic and industry environment

- Liquidity and working capital management including cash conversion cycle optimization

- Gap analysis

- Debt-sizing

- Venture forecast modeling

- Comprehensive strategic case study ◀

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Excel's Power Functionality and Accounting

- Introduction of Excel's power functionality to improve data importing and analysis
- Utilizing Power Query to lessen the time and burden of connecting to and sanitizing large financial data sets
- Effectively categorize and automate data aggregation with user-defined queries
- Filtering separately managed but integrated relational databases using power calculations
- Performing simple calculations on complex data sets using power Data Analysis Expressions (DAX)
- Analyzing multiple data fields across multiple databases using Power Pivot
- Understanding how Power BI and Tableau can transform complex data into easy-to-understand visuals

Introduction to VBA and Macros for Accounting

- Introduction to VBA editor and basic recording of macros
- Building macros from scratch
- Understanding context, what can macros do, when are they useful and when should they be avoided
- Using macros to create user-defined functions and automate activities
- Enhancing the user-interface and experience with ActiveX and form controls

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