FINANCIAL ANALYSIS FOR NON-FINANCE



GENTEX®
TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Introduction

Financial Analysis for non-Finance Training Course builds the analytical confidence that professionals outside finance need to question numbers and use them well. Non-finance managers receive reports they did not prepare and must decide on figures they did not build. Without analytical skill, they accept the numbers or ignore them, and both reactions cost the business. This course develops the skill that changes both. It covers financial statements, ratio interpretation, and cash flow. Furthermore, it applies cost and margin analysis, break-even, and performance review. In addition, it develops budgeting, forecasting, and analytical questioning. As a result, participants interrogate financial information and use it to make better decisions.

Financial Analysis for non-Finance Course Objectives

- Interpret the three primary financial statements correctly.
- Apply key ratios to assess profitability, liquidity, and efficiency.
- Analyse trends, common-size statements, and peer performance.
- Assess cash flow and understand liquidity drivers.
- Apply margin and contribution analysis to business questions.
- Apply break-even and cost-volume-profit techniques.
- Read and challenge budget and variance reports.
- Understand costing methods and product profitability.
- Apply basic forecasting concepts to departmental planning.
- Question financial data critically and communicate findings.

Course Methodology

- Interactive lectures with cross-functional financial cases.
- Statement interpretation and ratio analysis workshops.

GENTEX® TRAINING CENTER

- Margin, break-even, and variance exercises.
- Forecasting and analytical questioning practice.
- Structured peer review with facilitator feedback on analysis notes.

Who Should Take This Course

- Managers and heads of department outside finance.
- Operations, sales, marketing, and HR professionals.
- Engineers, IT, and project team members.
- Small business owners and entrepreneurs.
- Newly promoted managers with budget duties.
- Anyone reviewing financial reports without a finance background.

Financial Analysis for non-Finance Course Outlines

Day 1: Reading Financial Statements

- Purpose, users, and limits of financial information.
- Balance sheet: assets, liabilities, and equity explained simply.
- Income statement: revenue, cost, and profit layers.
- Cash flow statement: operating, investing, and financing activities.
- How the three statements connect and reconcile.
- Accounting terms translated into plain language.
- Case study: reading a company's statements for business insight.

Day 2: Ratio and Trend Analysis

- Profitability ratios: gross, operating, and net margin.

- Return on assets, equity, and capital employed.
- Liquidity ratios: current, quick, and cash ratios.
- Efficiency ratios: receivable, payable, and inventory days.
- Gearing and interest cover assessment.
- Trend, common-size, and peer comparison techniques.
- Workshop: calculating and interpreting key ratios.

Day 3: Cash Flow, Margin, and Break-Even

- Cash flow analysis and why profit is not cash.
- Working capital and the cash conversion cycle.
- Gross margin and contribution margin analysis.
- Break-even point and margin of safety calculation.
- Operating leverage and profit sensitivity.
- Cost behaviour effects on pricing decisions.
- Workshop: building a break-even and contribution model.

Day 4: Budgets, Costing, and Variance Interpretation

- Budget purpose, cycle, and departmental responsibilities.
- Fixed, variable, direct, and indirect cost classification.
- Costing methods and product profitability basics.
- Variance analysis: price, volume, and mix effects.
- Responsibility accounting and accountability.
- Challenging assumptions behind reported variances.
- Workshop: reading and questioning a variance report.

Day 5: Forecasting and Analytical Communication

- Forecasting basics and rolling forecast concepts.
- Driver identification in departmental planning.
- Sensitivity analysis on key business assumptions.
- Analytical questions that test reported numbers.
- Communicating findings to finance and management.
- Data quality and reporting reliability checks.
- Course review, assessment, and action planning.

Conclusion

By successfully completing Financial Analysis for non-Finance, participants will gain a thorough understanding of financial statements, ratio and trend analysis, cash flow, margin and break-even analysis, budgets, costing and variance interpretation, and forecasting and analytical communication. They will also acquire practical skills in financial statement interpretation and ratio analysis, cash flow and break-even analysis, budgeting, costing and variance interpretation, and forecasting, analytical questioning and financial communication. In addition, the course prepares them to use financial data confidently and question it constructively. Gentex Training Center delivers this programme with a strong focus on practical analytical skills and confident business decision-making.

FAQs for Financial Analysis for non-Finance course

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q1 What is the "Financial Analysis for non-Finance" course about?

It is a five-day programme on analysing and questioning financial information from outside finance. It covers financial statements, ratio and trend analysis, cash flow, margin and break-even, budgets, costing and variance interpretation, and forecasting and analytical communication.

Q2 What are the key benefits of the "Financial Analysis for non-Finance" course?

Participants question numbers instead of accepting or ignoring them. The course improves statement interpretation and ratio reading, sharpens cash flow and margin understanding, strengthens variance interpretation, improves break-even and pricing reasoning, and raises forecasting and financial communication quality.

Q3 What skills will I gain from the "Financial Analysis for non-Finance" course?

Participants gain financial statement interpretation and ratio analysis, cash flow and break-even analysis, budgeting, costing and variance interpretation, and forecasting, analytical questioning and financial communication. These four skills cover the practical core of financial analysis for non-finance professionals.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q4 What tools, methods, or standards are covered in the "Financial Analysis for non-Finance" course?

The course covers balance sheet, income statement and cash flow statement structure, statement interconnection, gross, operating and net margin analysis, return on assets, equity and capital employed, current, quick and cash ratios, receivable, payable and inventory days, gearing and interest cover, trend, common-size and peer comparison techniques, cash flow versus profit analysis, working capital and cash conversion cycle, gross and contribution margin analysis, break-even point and margin of safety, operating leverage, fixed, variable, direct and indirect cost classification, costing methods for product profitability, price, volume and mix variance analysis, responsibility accounting, budget cycle and departmental budgeting, rolling forecast concepts, driver identification, sensitivity analysis, analytical questioning techniques, and financial communication practice.

Q5 How is the "Financial Analysis for non-Finance" course applied in real-world practice?

Participants apply the methods to their own departmental reports. They read and interpret statements, calculate and explain key ratios, run trend and common-size comparisons, trace cash flow and working capital movements, build contribution and break-even models, evaluate product and service profitability, read and challenge variance reports, identify forecasting drivers for their plans, test assumptions with sensitivity analysis, ask analytical questions that probe reported numbers, and present findings clearly to finance and management. Many leave with a ratio analysis template, a break-even model, and a variance questioning checklist ready to use.

GENTEX® TRAINING CENTER