WOODARD®

Services Expansion Program

Financial Planning and Analysis

Financial Planning and Analysis - Foundations

Course Description

Financial planning and analysis, or FP&A, is the work of helping a business's management plan the months ahead and decide what to do next. Financial Planning and Analysis - Foundations opens with what FP&A covers and the signs that a business is ready for it. You'll then follow a case study of an accountant as they build a budget, forecasts and what-if scenarios with a business client and review the results with management each month. You'll finish by preparing your practice to offer FP&A, scoping and pricing the service in line with Pricing Strategies, and proposing a first engagement.

Syllabus

Section One: What FP&A Is and Who It Serves

- FP&A and the Decisions It Supports
- The Forward-Looking Questions Clients Ask
- Recognizing a Business Ready for Planning

Section Two: Looking Forward with a Client's Numbers

- Budgets and Rolling Forecasts
- The 13-Week Cash Flow Forecast
- What-If Scenarios for Everyday Decisions

Section Three: Turning Numbers into Decisions

- Budget to Actual: What, Why and Now What
- Ratios That Answer a Client's Question
- The One-Page Dashboard and the Monthly Conversation

Section Four: Bringing FP&A into the Practice

- Preparing the Practice to Offer FP&A
- Scoping and Pricing an FP&A Engagement
- Proposing and Launching the First Engagement