

*Webinar on*

# **4 Webinars To Understand And Create Financial Statements**

# Webinar Description

This bundle of webinars will help you understand and create financial statements easily. These webinars cover areas like Activity-Based Cost Management, transforming business transactions into statements, understanding and analyzing financial statements, and creating a financial model using Microsoft Excel.

The webinar format is 1-1.5 hours of audio-visual presentation, including a brief Q&A session.

This webinar bundle includes below 4 recorded webinars:

**Activity-Based Cost Management**

**The Making of Financial Statements: Accounting 101 Simplified**

**Understanding & Analyzing Financial Statements**

**Laying Out a Financial Model**



# Activity-Based Cost Management

Presented by Gary Cokins

Critics have claimed that traditional managerial accounting is at best useless and at worst dysfunctional and misleading. Today's general ledger and budgeted spending systems support departmental and stovepipe managerial philosophies. In contrast, activity-based cost management (ABC/M) information supports process-based thinking. ABC is a key component of the increasingly popular enterprise and corporate performance management (EPM/CPM) systems.

ABC/M also helps reduce costs and improve productivity by reporting per-unit costs that can be used as benchmarks and to monitor cost trends. ABC/M can also associate costs with value, quality, and waste, with their strategic importance, with their level of performance, and other attributes of work. All this cost and trait data are further translated into which products, channels, customers or internal company-sustaining workforce staff cause and consume all of the resources and in exactly what proportions. Ultimately cost data is simply a means-to-ends where the ends are the decision-making of the organization. Today an emerging focus is to become a "learning organization." Unlike traditional accounting reports to which managers react by being happy or sad, ABC/M data makes them smarter.



# The Making of Financial Statements: Accounting 101 Simplified

Presented by Carl Young

All business produces financial transactions. These transactions are transformed into three financial statements that indicate the financial results produced from these transactions. Results are expressed in required statements: Balance Sheet, Income Statement, and Cash Flow Statement. These statements provide the language that communicates the financial health of the company to its managers and stakeholders. The transformation process is called accounting and viewed by most non-financial professionals as a complicated scientific process that is difficult to comprehend. This webinar converts that myth to the real meaning and indicates how transactions are transformed into the financial statement in simple easy to understand and apply tools and techniques using interactive exercises and examples.



# Understanding & Analyzing Financial Statements

Presented by Carl Young

This webinar provides this simple platform and moves the many myths about accounting and financial statements to simple to understand and apply tools and techniques. Special emphasis is placed on an understanding of the various terms used. These financial statements are considered the language of business and the means and methods by which the financial health of the company is conveyed to the owners, managers, and stakeholders. This webinar will provide you with a good sound working knowledge of financial statements and substantially enhance your ability to use them in the management of resources, improving the profits and productivity of your company. I guarantee it! This webinar has been specifically prepared for the non-financial professional.



# Laying Out a Financial Model

Presented by Liam Bastick

The problem with modeling in Excel is no two spreadsheets look the same. This makes it difficult for end users to understand and modelers to take over others work. This course considers the four key principles required for laying out a good financial model and provides practical tips and tricks to get your spreadsheets on the right track from the very start. The session revolves around building the rudiments for a model from scratch and will provide attendees with a template they may use for future modeling.

This topic relates to building any sort of time series / financial model in Excel, whether it is for documenting historical performance, forecasting or variance analysis.





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