

*Webinar on*

# **How to Analyze Financial Statements**

# Areas Covered

- *Review the components of the annual report of a prominent publicly traded company and learn how to use this wealth of information to evaluate financial health, strength, risk profile and performance*
- *Use the annual report to perform a fundamental financial analysis*
- *Learn the various types of financial analysis and their purpose*
- *Learn the key ratios to evaluate a company's liquidity, leverage and operating performance*
- *Identify the key benchmarks to help determine how a company's ratios compare with their competitors*





*Understand horizontal and vertical analysis and how they can be used to identify key interrelationships and trends*

*Bonus: receive our advanced Excel™-based financial model complete with ratios, horizontal and vertical analysis*

*Key Benefit: Use our proven model to perform financial analysis on any company's financial statements, including yours*

*Learn how to benchmark your analysis against the competition*

*Learn about resources available to perform comparative studies between companies in the same economic sector – including private companies*

In this session, Miles Hutchinson, experienced CGMA and business adviser, will explain how to quickly and thoroughly analyze the financial condition and results of operations of any publicly traded company!

## PRESENTED BY:

*Miles Hutchinson is a CGMA and experienced businessman. He has been an auditor with PriceWaterhouseCoopers and the Chief Financial Officer of a \$1 billion real estate development company. With over 40 years of experience, Miles is a professional speaker and consultant who has presented over 2,500 seminars and training sessions on a myriad of business and financial topics, like financial analysis and modeling, accounting, strategic planning, and compliance with the Sarbanes-Oxley Act.*

On-Demand Webinar

Duration : 120 Minutes

Price: \$200

# Webinar Description

How did your business unit perform last year? What's the trend in your key business segments over the last three to five years? How can this information help you identify the key things you need to focus on in the upcoming year? Do you struggle with the language of business? How well do you understand terms like, Top Line Growth, Gross Margin, Gross Profit, Return on Capital, Liquidity, Financial Leverage, EBITDA, Cash flow from Operations, Free Cash Flow, etc.? Grab a cup of coffee and join us to learn how to analyze the numbers and use this intel to juice up virtually every facet of your organization's operations from sales and marketing, to finance, HR, and customer service. Use our proven model to quickly assess the financial condition and results of operations of any business using trend and ratio analysis.



Join C-suites and business analysts from around the country and empower your team to maximize the benefit from your crystal clear understanding of the numbers.

Since the beginning of commerce, businesses have struggled to manage and grow with discipline. One of the core principles is an understanding of the numbers. “How did we do last month?” “How much cash is available to finance our new project?” “Do we need to raise more capital and should we raise debt or equity?” “How profitable is a certain product or distribution channel?” “How do we determine when a product is no longer worth our efforts?” These are very important questions that require a strong understanding of their financial impacts.



# Who Should Attend ?

*Nonfinancial Executives, Board Members*

*Business Advisors, Business Unit Managers,  
Department Managers*

*Budget Managers, Accounting Managers*

*Accounting Staff, Bank Managers*

*Loan Officers, HR Managers*

*IT Managers, Risk Managers*

*Information Reporting Officers*

*Compliance Officers, Compliance Managers*



# Why Should Attend ?

*Accounting and finance is supposed to be the international language of business. If so, then why do we struggle so much to make sense of the numbers? Are we so busy managing our business and leading our staff, that we don't have time to wade through the financials, discover the trends, draw proper conclusions and take appropriate action? What if our peers, or worse, our competition understands our numbers better than we do? In this session, Miles Hutchinson, experienced CGMA and business adviser, will explain how to quickly and thoroughly analyze the financial condition and results of operations of any publicly traded company! He will provide you with an analysis model that will help you repeat the process long after the course has faded away from memory.*



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