

FINANCE & ACCOUNTING | COURSE BROCHURE

Financial Modelling for Planning and Forecasting

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This course equips finance professionals with essential skills in financial modelling for effective planning and forecasting. Participants will learn to construct, analyse, and interpret financial models that support strategic decision-making and enhance organisational financial performance.

Finance professionals often face challenges in accurately forecasting financial outcomes and making informed strategic decisions. Inconsistent data, lack of robust models, and insufficient analytical skills can lead to poor planning and missed opportunities. This course addresses these issues by providing practical tools and methodologies for effective financial modelling, enabling participants to handle complex financial scenarios, assess risks, and align forecasts with organisational goals. By mastering these skills, finance professionals can significantly improve their contributions to their organisations' strategic planning processes and overall financial health, ultimately driving better financial outcomes and enhancing stakeholder confidence.
Participants will gain hands-on experience in building financial models that reflect real-world scenarios. They will practice critical skills such as data analysis, sensitivity testing, and scenario planning, enabling them to create reliable forecasts and strategic plans. This practical approach ensures that participants can apply their learning directly to their roles, enhancing their value to their organisations. They will also learn how to communicate financial insights effectively to stakeholders, ensuring that their recommendations are understood and actionable. Ultimately, this course prepares finance professionals to drive better decision-making, optimise resource allocation, and foster a culture of data-driven planning.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, case studies, and practical exercises to build financial modelling capabilities. Participants will engage in hands-on activities where they construct financial models using Excel, analyse various scenarios, and present their findings. Each day includes specific exercises that reinforce learning, such as creating dynamic models, conducting sensitivity analyses, and preparing presentations for stakeholders. Outputs will include completed financial models, forecasts, and strategic recommendations, providing tangible evidence of their learning and application. This methodology ensures that participants not only understand theoretical concepts but also gain practical experience that can be immediately applied in their professional roles.



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Course objectives

By the end of this course, participants will be able to:
• Construct a financial model using Excel to support planning and forecasting.
• Analyse historical financial data to identify trends and inform future projections.
• Calculate key financial metrics to evaluate business performance and viability.
• Design scenario analyses to assess the impact of different business decisions on forecasts.
• Justify assumptions made in financial models based on market research and data analysis.
• Present financial forecasts and recommendations to stakeholders effectively, ensuring clarity and engagement.
• Evaluate the reliability of financial models through sensitivity analysis and validation techniques.
• Integrate various financial components into a cohesive forecasting model for strategic planning.

Target audience

This course is suitable for:
• Financial Analysts responsible for budgeting and forecasting.
• Finance Managers involved in strategic planning and decision-making.
• Business Development Managers needing financial insights for project evaluations.
• Accountants focused on financial reporting and analysis.

Target competencies

Participants will develop competencies in:
• Building robust financial models in Excel.
• Conducting data analysis for informed decision-making.
• Performing scenario and sensitivity analyses.
• Communicating financial insights to non-financial stakeholders.
• Interpreting financial metrics for strategic planning.
• Applying forecasting techniques to real-world scenarios.

Course outline

Day 1: Introduction to Financial Modelling

Applied activity: Participants will create a basic financial model structure in Excel, incorporating income statements, balance sheets, and cash flow statements based on provided data. They will decide on the key components to include and how to structure the model for clarity and usability, ensuring it meets stakeholder needs.
Output: A foundational financial model template in Excel with clear documentation.



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09:00–09:54	Understanding the purpose and components of financial models.
09:54–10:48	Identifying key financial statements and their interrelationships in modelling.
10:48–11:00	Exploring common modelling frameworks and best practices for accuracy.
11:00–11:30	**Coffee break**
11:30–12:12	Exploring common modelling frameworks and best practices for accuracy. (continued)
12:12–13:06	Setting up Excel for financial modelling: tools, functions, and templates.
13:06–14:00	Establishing a clear model structure, documentation, and version control.

Day 2: Data Analysis for Financial Forecasting

Applied activity: Participants will analyse a dataset to identify trends and key performance indicators, using Excel tools to create visual representations of their findings. They will determine which metrics are most relevant for forecasting future performance and how to communicate these insights effectively.
Output: A report summarising key trends and insights from the data analysis, including visualisations.

09:00–09:54	Collecting and cleaning historical financial data for accurate analysis.
09:54–10:48	Using Excel functions to analyse trends and patterns in financial data.
10:48–11:00	Identifying key drivers of financial performance through data analysis.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying key drivers of financial performance through data analysis. (continued)
12:12–13:06	Creating visualisations to present data insights effectively to stakeholders.
13:06–14:00	Understanding the importance of data integrity and validation in financial modelling.

Day 3: Building Advanced Financial Models

Applied activity: Participants will enhance their financial models by integrating advanced calculations and creating a dashboard to present key metrics and forecasts. They will assess how different inputs affect the overall financial outcomes and ensure the model is robust and user-friendly for stakeholders.
Output: An advanced financial model with a user-friendly dashboard in Excel, ready for presentation.

09:00–09:54	Incorporating assumptions and inputs into financial models for accuracy.
09:54–10:48	Calculating financial ratios and metrics for comprehensive performance evaluation.
10:48–11:00	Developing dynamic models with variable inputs and outputs for scenario testing.



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11:00–11:30	**Coffee break**
11:30–12:12	Developing dynamic models with variable inputs and outputs for scenario testing. (continued)
12:12–13:06	Implementing error-checking and validation techniques to ensure model reliability.
13:06–14:00	Creating user-friendly dashboards for model presentation and stakeholder engagement.

Day 4: Scenario Planning and Sensitivity Analysis

Applied activity: Participants will create multiple scenarios for a financial model, conducting sensitivity analysis to evaluate the impact of different assumptions on financial outcomes. They will decide which scenarios are most critical for strategic planning and how to communicate these findings to stakeholders.
Output: A comprehensive scenario analysis report with insights, recommendations, and visualisations.

09:00–09:54	Understanding the role of scenario planning in financial forecasting and decision-making.
09:54–10:48	Designing different scenarios to evaluate potential outcomes and risks.
10:48–11:00	Conducting sensitivity analysis to assess risk and uncertainty in forecasts.
11:00–11:30	**Coffee break**
11:30–12:12	Conducting sensitivity analysis to assess risk and uncertainty in forecasts. (continued)
12:12–13:06	Utilising Excel tools for scenario and sensitivity analysis effectively.
13:06–14:00	Interpreting results and making informed decisions based on analysis outcomes.

Day 5: Presenting Financial Forecasts and Recommendations

Applied activity: Participants will prepare and deliver a presentation of their financial forecasts and recommendations to a mock stakeholder panel, addressing questions and justifying their assumptions. They will practice articulating their insights in a clear and persuasive manner, ensuring stakeholder engagement.
Output: A presentation deck summarising financial forecasts and strategic recommendations, including Q&A documentation.

09:00–09:54	Structuring a financial presentation for stakeholders to ensure clarity.
09:54–10:48	Communicating complex financial information clearly and effectively to non-financial audiences.
10:48–11:00	Utilising visual aids and storytelling techniques to enhance presentations.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising visual aids and storytelling techniques to enhance presentations. (continued)



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12:12–13:06	Addressing stakeholder questions and concerns confidently during discussions.
13:06–14:00	Gathering feedback to refine financial models and forecasts for future use.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Cape Town Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,890.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Rome Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,450.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Vienna Confirmed dates	17 May 2027	21 May 2027	**€2,940.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Rome Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,450.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,840.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

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