



# Budgeting, Forecasting and the Planning Process

12 - 16 May 2025  
Casablanca



# Budgeting, Forecasting and the Planning Process

**Ref.:** 36350\_262967 **Date:** 12 - 16 May 2025 **Location:** Casablanca **Fees:** 3300 **Euro**

## Course Overview:

This course equips participants with essential financial forecasting strategies for corporate growth. It focuses on developing accurate forecasts, implementing strategic initiatives, and improving cash flow management. Participants will learn profitability forecasting techniques, strategic financial planning, and how to deliver confident financial presentations. The training includes practical sessions on budgeting skills and cash flow improvement. Designed for various industries, this course addresses financial forecasting challenges and best practices for success.

## Target Audience:

- Financial Analysts, Budget Managers, Controllers, Business Managers
- Financial planners aiming to master budgeting for business growth
- Executives seeking strategic financial forecasting skills
- Professionals responsible for cash flow management or financial success planning

## Targeted Organizational Departments:

- Finance and Budgeting Departments
- Corporate Strategy and Planning Units
- Operations and Project Management Teams
- Sales and Revenue Management Divisions

## Targeted Industries:

- Financial Services, Construction, Retail, Manufacturing, Healthcare
- Industries focusing on business budget planning, profitability forecasting, and financial planning for growth
- Sectors facing challenges in cash flow management and forecasting accuracy, particularly small businesses

## Course Offerings:

By the end of this course, participants will be able to:

- Develop and implement financial forecasting strategies
- Improve financial success planning through accurate forecasts
- Apply profitability forecasting techniques in real-world scenarios
- Master cash flow improvement strategies and forecasting best practices
- Compare and use financial planning tools for effective budget and forecast planning
- Address challenges and obstacles in financial forecasting to ensure reliable results



## Training Methodology:

The course uses a practical approach with case studies, group exercises, and real-world financial forecasting examples. Participants will engage in interactive sessions focused on solving forecasting challenges. Each day includes hands-on activities for creating reliable financial forecasts, budgeting for growth, and implementing effective cash flow management.

Through a mix of presentations, role-playing, and feedback, participants will build confidence in presenting financial forecasts and budgeting for profitability. This scenario-based learning prepares them to apply the techniques in their organizations.

## Course Toolbox:

- Comprehensive ebook with financial forecasting rules and templates
- Real-world case studies, including industry-specific examples
- Checklists for strategic financial growth and budgeting processes
- Practical templates for financial forecast presentation and reporting

## Course Agenda:

### Day 1: Strategic Financial Success and Growth

- **Topic 1:** Introduction to Strategic Financial Success in Business
- **Topic 2:** Key Concepts in Driving Growth, Profitability, and Cash Flow
- **Topic 3:** Thinking Strategically About Financial Success
- **Topic 4:** Understanding the Benefits of Reliable Financial Forecasting
- **Topic 5:** Essentials of Cash Flow Improvement Strategies
- **Topic 6:** Overview of Budgeting for Business Growth
- **Reflection & Review:** Reflect on Financial Success Planning and Growth Strategies

### Day 2: Foundations of Reliable Financial Forecasting

- **Topic 1:** 10 Rules for Creating a Forecast You Can Trust
- **Topic 2:** Developing Accurate Financial Forecasting Techniques
- **Topic 3:** The Recipe for Effective Financial Forecasting
- **Topic 4:** Steps to Create Reliable Financial Forecasts
- **Topic 5:** Real-World Forecasting Example: ABC Construction Company Case Study
- **Topic 6:** Financial Forecast Presentation Tips
- **Reflection & Review:** Best Practices in Creating and Presenting Forecasts

### Day 3: methods and Techniques for Effective Forecasting

- **Topic 1:** Comparing Financial Planning Methods: Spreadsheets vs. Forecasting
- **Topic 2:** Choosing the Right Forecasting Software for Your Business
- **Topic 3:** Overcoming Common Forecasting Challenges
- **Topic 4:** Addressing the Most Common Forecasting “Yes, buts...”
- **Topic 5:** Forecasting Software Features for Enhanced Accuracy
- **Topic 6:** Financial Planning and Analysis Techniques
- **Reflection & Review:** Evaluating Methods and Techniques in Financial Forecasting

### Day 4: Advanced Forecasting and Overcoming Obstacles



- **Topic 1:** Strategies for Overcoming Financial Forecasting Obstacles
- **Topic 2:** Advanced Cash Flow Forecasting Techniques
- **Topic 3:** Driving Growth, Profitability, and Cash Flow Higher
- **Topic 4:** Forecasting Growth and Profitability Tips
- **Topic 5:** Using Forecasting to Support Long-Term Financial Success
- **Topic 6:** Transforming Accounting into a Strategic Asset
- **Reflection & Review:** Advanced Techniques and Obstacles in Forecasting

## **Day 5: Strategic Planning and Financial Health**

- **Topic 1:** Three-Part Plan to Reinvigorate Financial Health
- **Topic 2:** Budgeting and Planning for Small Business Success
- **Topic 3:** Accurate Cash Flow Forecasting for Sustainable Growth
- **Topic 4:** Turning Accounting into a Strategic Asset for Business Growth
- **Topic 5:** Comprehensive Business Budget Planning Techniques
- **Topic 6:** Financial Forecasting in Different Industries
- **Reflection & Review:** Final Insights and Preparing for Practical Application

## **How This Course is Different from Other Budgeting, Forecasting, and Planning Courses:**

This course provides hands-on experience in financial forecasting and budget planning. It offers practical insights for overcoming forecasting challenges and covers essential rules beneficial for both new and experienced professionals. Participants will enhance cash flow management and budgeting skills, contributing to financial success. The course also compares popular forecasting methods, like spreadsheets, to help attendees make informed decisions based on their industry needs.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

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## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Finance and Accounting Programs
- Human Resources Management Programs
- Management & Leadership Programs
- Political & Public Relations Programs
- Project Management Programs
- Quality & Process Management
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in



We also offer online training sessions through the Zoom platform.

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