



THE ARC TRAINING GROUP
A Division of The ARC Consulting Group, Inc.
A Profit Enhancement Firm
Providing Educational and Consultative Services to the
International Business Community

SEMINAR FACT SHEET

ARC'S FINANCIAL MODELING AND FORECASTING USING EXCEL[®] COURSE NO. 011

SEMINAR OVERVIEW

The development of effective and realistic financial models and forecasts is a critical tool in today's value-driven organization. As shareholders are increasingly concerned with the value of their investments, they continually drive our organizations to ensure the optimum use of resources. Using Excel[®], the Financial Modeling and Forecasting process provides an effective tool with which the you and project the potential outcomes of various strategic and tactical initiatives. The ability to answer the question "What are the potential results?" is key and critical. Forecasting models empower managers and process owners to "Walk the Walk" prior to any significant investment of corporate resources.

WHO SHOULD ATTEND

Financial professionals, internal auditors, operational process owners, business management professionals, project managers, Marketing and Sales Professionals, R&D managers, and anyone tasked with the effective and efficient management of a decision-making process and want to more effectively use Excel[®] and an analytical tool.

WHAT WILL BE COVERED

Using Excel[®], you will learn how to calculate the impact time has on future cash flows, how to project the benefit of capital projects, make lease vs. buy decisions, determine the cost of capital, and project EVA[®]. Also, using Excel[®], you will learn how to evaluate organizations with which you are planning to do business; determine if they are able to provide strategic strength to your company. Participants will be provided Excel[®] templates for use during this session, and when they return to their organizations.

HOW YOU WILL BENEFIT

Here is your opportunity to sharpen your analytical abilities for more profitable decision making. This comprehensive three-day "Hands-On" program walks you through the modeling process from start to finish. It provides practical examples and applications of modeling for both strategic and tactical executives.

At the end of this session, you will:

- Understand the significance of proper formulation and interpretation of models
- Apply statistical tools such as Exponential Smoothing, Regression, and Seasonality
- Translate specific business challenges into logically structured mathematical models
- Get the most from your software investment by creating more powerful models in less time
- Learn how to use Excel[®] tools such as Solver, Goal Seeker, Scenario, and Spreadsheet Auditor
- Use Pivot Tables to quickly develop reports
- Analyze time series data and develop relationships using exponential smoothing and regression analysis techniques

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- Make your financial and operational models truly interactive with the user with the incorporation of Excel features such as Macros, Spinners, Scroll Bars, Data Tables, Buttons, Group Boxes and Combo Boxes
- Draw more realistic conclusions from the results of your models
- Be able to determine product mix to optimize profits
- Simulate the potential return on new capital investments
- Project the probability of processes running within budget
- Develop models to support product pricing and/or product continuance
- Design budget models for departments, divisions, processes, or other entities

PROGRAM AGENDA

DAY ONE:

MODELS IN TODAY'S INTERNATIONAL ENVIRONMENT

- Organizational Planning Framework
- The Product / Information / Decision Support Cycle
- Strategic, Tactical, and Operational Forecasts
- The recognition of risk in forecasts
- Situations that require models

STEPS IN BUILDING FINANCIAL MODELS

- The Nine-Step Model Development Framework
- The rules of strategic thinking
- Identification of Forecast Validation Criterion
- Determination of Model and Forecast Horizons
- Validation of Models and Forecasts
- **“Hands-on” Session**

THE ROLE OF ASSUMPTIONS IN FINANCIAL FORECASTING

- The assumption development process
- The key areas which require the development of assumptions
- The Eight Strategic Environments in developing assumptions
- The incorporation of Drivers, Dominos, and “Wild Cards” into assumptions
- Validation of assumptions

DAY TWO

EFFECTIVE MANAGEMENT OF HISTORICAL DATA USING EXCEL®

- Understanding the Approaches Used to Build Financial Forecasting Models
- Recognizing the Basic Patterns Inherent in Historical Data
- Using the Exploratory Data Analysis Tools Available in Excel®
- Key Factors in Determining the Proper Time Horizon to Choose for Your Model
- Determining Degrees of Reliability in Model Projections
- Selecting the Degree of Robustness and Sensitivity of the Model
- Understanding and Applying Selected Modeling Techniques
- **“Hands-on” Session**

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USE OF TIME SERIES ANALYSIS

- Development of Time Series Models using histograms, moving averages, exponential smoothing, and regression analysis
- Using Regression as a predictor and estimator
- Mastering the use of Exponential Smoothing as a Data Analysis tool
- Single Regression vs. Multiple Regression
- Validation of Time Series Analysis
- **“Hands-On” Session**

OPTIMIZATION AND SENSITIVITY ANALYSIS TECHNIQUES IN MODELS USING EXCEL[®] (SOLVER, WHAT IF)

- Basic Structure of All Optimization Models
- Different Forms and Applications of Optimization Models
- Developing a Financial Optimization Model
- Performing Sensitivity Analysis of an Optimization Model
- Building User Interactive Models Using Solver, Macros and Scenarios
- Interpreting the Solution of an Optimization Model to a Non-technical Manager.
- **”Hands-on” Session**

COURSE SUMMARY AND WRAP-UP

This section provides you with the opportunity to address any specific issues with the total group as a resource, to review any specific issue or topic addressed in the program, or to just recap the benefits received from the program and the group as a whole.

SEMINAR PRICING AND LOGISTICS

Duration: 2 Days	Program Level: Introductory
Prerequisites: None	Advanced Preparation: None
Maximum Attendance: 6	CPE Hours: 16 Specialized Knowledge
Delivery Method: Group Live	Booking Instructions: Call (904) 268-1148
Seminar Fee: \$1,995.00 per person	Email: Rick@ARCTraining.com
Group Discount: Book 3 people and the fourth person is free!	

Cancellation Policy:

If you cannot attend a seminar you can contact ARC in advance to transfer to a future session, or you can send someone to take your place. If you need to cancel your attendance, ARC will give you a complete refund if you cancel more than three weeks before your seminar begins. To cancel, simply email us at rick@arctraining.com. If you cancel with less than three weeks' advance notice, you will be liable for the entire seminar fee. Once your payment has been received, you may request a courtesy transfer to use at any future ARC seminar of equal or lesser length up to three weeks prior to the session. The courtesy transfer must be used within one year of the date of your originally scheduled seminar. In fairness to all attendees, if you do not attend a seminar session for which you are confirmed and do not contact ARC to cancel in advance, you will be charged the entire seminar fee.

ARC grants courtesy transfers to people who cannot attend their scheduled sessions up to three weeks prior to the session. You can use a courtesy transfer for any seminar of equal or lesser length than the original seminar. You must use your courtesy transfer within one year of the date of your originally scheduled seminar.

ARC guarantees the quality of our seminars. If, for any reason, you are not satisfied with a seminar for which you have paid, ARC will give you credit toward another seminar of comparable price or will refund your fee. You can also register on our website at <http://www.arconsultinggroup.com/open-enrollment-programs/>. You can also call Rick Balog at 904-268-1148.

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