

Accounting, Financial Communication & Decision Making

2027 ١ - ٢٨
Amman (Jordan)

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~~R202227201108781128~~ Location: Amman (Jordan) Fees: 4200 GBP

Why This Course

Financial understanding is essential for professionals who need to make sound business decisions, manage resources effectively, and communicate performance with clarity. Accounting information is not only used for reporting; it also supports planning, budgeting, cost control, investment evaluation, risk assessment, and strategic decision-making.

Many professionals work with financial data but need stronger confidence in interpreting statements, analyzing costs, understanding budgets, and explaining financial results to different stakeholders. The ability to translate financial information into clear insights is a valuable skill for improving performance and supporting business growth.

This intensive 5-day course equips professionals with essential skills in accounting, financial communication, and decision-making. Through practical exercises, case studies, financial analysis activities, budgeting workshops, and presentation practice, participants will learn how to interpret financial reports, use cost information, build budgets, communicate financial insights, and make better decisions based on reliable financial data.

What You'll Learn and Practice

By joining this program, you will:

- Understand key accounting principles and financial concepts.
- Interpret income statements, balance sheets, and cash flow statements.
- Analyze financial ratios and performance indicators.
- Read and interpret annual reports and financial disclosures.
- Apply cost accounting techniques to support decision-making.
- Analyze cost behavior and calculate break-even points.
- Use activity-based costing and marginal costing in business scenarios.
- Apply capital budgeting techniques and investment appraisal tools.
- Develop master budgets and rolling forecasts.
- Conduct variance analysis and performance evaluation.
- Use Balanced Scorecard and KPI development techniques.
- Prepare clear financial reports for different stakeholders.
- Present financial information to non-financial audiences.
- Manage challenging financial questions and stakeholder expectations.
- Use financial data to support strategic planning, growth, and profitability.

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The Program Flow

Day 1: Fundamentals of Financial Accounting

- Introduction to accounting principles and concepts.
- Understanding the purpose of financial accounting in business decision-making.
- Understanding financial statements: income statement, balance sheet, and cash flow statement.
- Analyzing financial ratios and performance indicators.
- Interpreting profitability, liquidity, efficiency, and leverage measures.
- Reading annual reports and financial disclosures.
- Practical exercise: Analyzing financial statements and identifying key business insights.

Day 2: Cost Accounting and Management Decision-Making

- Cost behavior analysis and break-even calculations.
- Understanding fixed, variable, direct, indirect, and relevant costs.
- Activity-based costing and its applications.
- Marginal costing for short-term decision-making.
- Using cost information for pricing, product mix, outsourcing, and operational decisions.
- Capital budgeting techniques and investment appraisal.
- Workshop: Applying cost analysis to a management decision scenario.

Day 3: Budgeting, Forecasting, and Performance Management

- Developing master budgets and rolling forecasts.
- Linking budgeting with organizational objectives and operational plans.
- Revenue, expense, cash flow, and resource forecasting.
- Variance analysis and performance evaluation.
- Balanced Scorecard and KPI development.
- Implementing effective budget control systems.
- Practical exercise: Creating a budget, analyzing variances, and recommending corrective actions.

Day 4: Financial Communication and Reporting

- Crafting clear and concise financial reports.
- Translating financial data into practical business messages.
- Presenting financial information to non-financial audiences.
- Using visuals, summaries, and storytelling to improve financial communication.
- Addressing challenging questions and managing expectations.
- Ethics in financial reporting and communication.
- Role play: Presenting financial results and responding to stakeholder questions.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) positioned on it. The board is white and black, and the pieces are gold and silver.

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Day 5: Strategic Financial Decision-Making

- Integrating financial data into strategic planning.
- Using financial insights to support growth, profitability, and resource allocation.
- Risk assessment and management in financial decisions.
- Evaluating mergers, acquisitions, and corporate restructuring.
- Understanding financial implications of strategic choices.
- Case studies in strategic financial decision-making.
- Final activity: Presenting a strategic financial decision recommendation.

Individual Impact

- Strengthen confidence in reading and analyzing financial statements.
- Improve your ability to use accounting and cost information in decision-making.
- Build practical skills in budgeting, forecasting, and variance analysis.
- Enhance financial communication with both finance and non-finance stakeholders.
- Improve your ability to explain financial results clearly and professionally.
- Develop stronger strategic thinking based on financial data and business performance.

Work Impact

- Improve the quality of financial decision-making across teams and departments.
- Strengthen budgeting, forecasting, and performance management practices.
- Support better cost control, profitability analysis, and resource allocation.
- Improve communication between finance and non-finance teams.
- Increase stakeholder confidence through clearer financial reporting.
- Align financial decisions more effectively with business objectives and growth priorities.

Training Methodology

This program uses a practical and business-focused approach to help participants apply accounting and financial concepts directly to workplace decisions. Learning methods include:

- Interactive discussions and guided facilitation.
- Financial statement analysis exercises.
- Ratio analysis and performance interpretation activities.
- Cost behavior, break-even, and activity-based costing workshops.
- Budgeting, forecasting, and variance analysis practice.
- Financial reporting and presentation exercises.
- Strategic financial decision-making case studies.
- Group work, peer feedback, and practical action planning.

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Beyond the Course

Upon completion, participants will be prepared to use accounting and financial information with greater confidence and business awareness. They will return ready to:

- Analyze financial statements and make data-driven decisions.
- Develop budgets and forecasts for business planning.
- Apply cost accounting techniques to support strategic decisions.
- Communicate financial information clearly to diverse stakeholders.
- Assess financial risks and business opportunities.
- Align financial decisions with organizational strategy, profitability, and long-term growth.

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