Corporate Financial Planning, Budgeting & Control Self-Study Webinar (8 Hours)

SA05724A SA057

Self Study Webcast Dec 20 - Dec 21

Overview:

To survive and thrive in the current ever-changing, hyper-competitive global marketplace, financial managers must go far beyond traditional business concepts. Today they must understand the new dynamics and inter-relationship of forecasting, budgeting, and business performance that will determine their organization's future success or failure. In this leading edge self-study webinar, you will learn how to:

- Develop effective goals, strategies and plans that lead to successful business objectives
- Leverage the latest technologies and business practices such as data analytics, artificial intelligence, robotics, etc. to support critical business decisions
- Use intelligent forecasting techniques and generative AI to greatly improve the financial planning and budgeting process

Objective:

To show financial managers how to develop meaningful goals, create strategic plans and set business objectives that lead to a dynamic new budgeting process that generates outstanding results.

SPEAKERS:

David Levi, Senior Vice President, Controller & Principal Accounting Officer, Vonage

Andrés Jalfen, Vice President of Finance, Assistant Controller—Strategy & Budgets, IBM

Brian Mace, Managing Director, Finance Transformation, KPMG Detailed Learning Objectives [1]

Emphasis:

• Corporate Planning & Budgeting

- Financial Planning and Analysis (FP&A) overview
 - Reporting
 - Planning
 - Analytics
 - Business partnerships
- Financial planning process walkthrough
- Techniques to drive agility in the planning process
 - Rolling forecasts vs. annual budgets
 - Scenario planning
- Embracing analytics in the planning process
 - Data analytics
 - Business analytics
 - Applying analytics
 - Budgeting

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- IBM's Best Practices for Corporate Financial Planning & Budgeting - Finance organization
 - Business model
 - Shareholder expectations
 - External value
 - Internal value
 - Mid-term model and revenue growth
 - Portfolio mix driving margin expansion and cash flow growth
 - Planning cycles: budget and forecast
 - Strategy cycle
 - Execution cycle
 - Budget
 - Forecasting process overview
 - Adoption of Al
 - Continuing finance transformation journey
 - Optimizing workflow
 - Applying analytics and leveraging new technologies across finance and operations
 - Enterprise performance management
 - Utilizing GenAl support

• Intelligent Forecasting Methods & Uses of Generative AI in Corporate Planning

- Market trends for FP&A
 - Enterprise data ecosystem
 - Automation and adoption
 - Concerns regarding AI adoption
 - Machine Learning (ML)
 - Deep Learning (DL)
 - Opportunities for AI and ML in finance
- Intelligent forecasting
 - Applying predictive modeling
 - Financial planning vs. operational planning
 - Industry applications
 - Intelligent forecasting case study
 - Getting started
- Generative AI for Finance
 - Accessibility
 - Key concepts
 - Finance use cases
 - Example for creating summaries and insights of financial forecasts

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Bottom Prerequisite:				
None.				
Preparation: No advance preparation red	quired.			
Level of Knowledge: Overview.				
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Links:

[1] https://www.cpeonline.com/JavaScript:showObjectivesPopup();