

SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

FINANCE, ACCOUNTING & BUDGETING

Budgeting, Forecasting, Planning Process

Linking Strategy, Forecasting and Budgeting to Drive Financial Performance

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Finance, Accounting & Budgeting	5 days & 2 weeks	US$ 2,100	3

OVERVIEW

About this course

A strategy is a long-term plan for what an organisation intends to achieve; a budget is the short-term plan that quantifies the operational activity needed to get there. This Seya Capital Budgeting, Forecasting and the Planning Process training course gives delegates the theory and the practical skills to build world-class strategic planning, forecasting, and budgeting processes — and, just as importantly, the framework that links them together.

Participants will leave equipped with forecasting techniques to build a budget as a genuine plan, and the tools to use budgetary control and variance analysis to spot where financial performance can be improved.

This Seya Capital training course will highlight:

- The links between strategic financial planning, forecasting, and budgeting
- Effective Excel and other forecasting techniques to support financial planning and budgeting
- How alternative financing methods, and business and financial risk, shape financial plans
- Traditional and modern costing systems used in the budget process

- Best practice in operating budgeting, budgetary control, capital investment budgeting, and cash forecasting and budgeting

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
13 – 17 Sep 2027	Singapore	5 days	**US$ 3,700**
20 Sep – 1 Oct 2027	Dar es Salaam, Tanzania	2 weeks	**US$ 3,780**
27 Sep – 1 Oct 2027	Dar es Salaam, Tanzania	5 days	**US$ 2,100**

Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

By the end of this Seya Capital training course, participants will learn how to:

- Think more strategically and contribute to integrating an organisation's strategic management and budgeting processes
- Use the forecasting techniques best suited to their organisation's strategic planning and budgeting
- Apply the key principles of financial management: shareholder wealth maximisation, cash flow, time value of money, and risk
- Understand cost behaviour and identify the costing methods best suited to financial planning, budgeting, and budgetary control
- Apply best practice to develop operating budgets, capital expenditure budgets, and cash flow budgets and forecasts aligned with strategic objectives

WHO SHOULD ATTEND

Designed for

This Seya Capital training course is designed for anyone involved in budgeting and planning across companies, corporations, and governmental, education, and health service organisations. It is equally valuable for those in finance, accounting, costing, and treasury, and for any financial or non-financial professional with budget responsibility or involvement in the planning process, including:

Line Managers | Project Managers

Professional advisers and consultants looking to sharpen their strategic thinking and decision-making, and refresh their skills in planning, forecasting, budgeting, and how these connect

PROGRAMME

Course outline

Day 1: Strategic Management and Financing

- Strategic analysis, strategic choices and evaluation, and strategic implementation
- The links between strategy, forecasting, planning, budgeting, and performance measurement
- Strategic capability and avoiding the spiral of death
- Shareholder wealth maximisation, and corporate and shareholder value creation
- Financial strategy, dividend policy, the agency problem, and corporate governance
- Long-term financing: debt and equity, cost of equity using dividend growth and the Capital Asset Pricing Model (CAPM), cost of debt, and the Weighted Average Cost of Capital (WACC)
- Capital structure optimisation models to minimise WACC
- Using strategy maps to link strategy to performance measurement: the balanced scorecard

Day 2: Financial Planning, Forecasting and Risk Analysis

- The financial planning process and modelling using Excel
- Statistical forecasting tools and techniques: time series, moving averages, exponential smoothing, Pareto analysis, trend progression, linear regression, and correlation
- Forecasting long- and short-term sales revenue, and sales pricing
- Pricing and strategy approaches: Porter's generic strategy, Bowman's strategy clock, full cost pricing, marginal cost pricing, target cost pricing, life-cycle costing, kaizen costing, and value-based pricing
- Using Excel for optimum product mix decisions
- Short-term financing, working capital, and the cash operating cycle
- Direct and indirect cash flow analysis and cash flow forecasting using Excel
- Uncertainty and risk: business risk, financial risk, systematic risk, and unsystematic risk, and the choices available to minimise and mitigate them

Day 3: Cost Analysis Techniques

- Cost behaviour and activities
- Fixed and variable costs, direct and indirect costs
- Product costs and period costs
- Cost allocation and absorption of overheads
- Absorption or full costing
- Marginal costing
- Cost-Volume-Profit (CVP) and "what-if" analysis using Excel
- Activity-Based Costing (ABC) and Activity-Based Management (ABM)

Day 4: Budgeting, Budgetary Control and Performance Improvement

- To budget or not: the purposes and reasons for budgets
- Stages in the budget preparation process
- Preparing the master budget
- Activity-Based Budgeting (ABB)
- Responsibility accounting and variance analysis
- Standard costing, flexed budgets, and budgetary control to measure organisational and management performance
- Advantages, disadvantages, and behavioural aspects of budgeting
- The conflict between performance improvement and the costing system
- Lean thinking and integrating continuous performance improvement into the budget process

Day 5: Project Appraisal and Capital Budgeting

- The time value of money: future values and present values
- Discounted Cash Flow (DCF) and capital investment project appraisal
- Accounting Rate of Return (ARR), payback, Net Present Value (NPV), Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR), discounted payback, and Equivalent Annual Cost (EAC)
- Project risk: sensitivity analysis, simulation, scenario analysis, and NPV break-even
- Capital rationing
- Capital budgeting and the Profitability Index (PI)

METHODOLOGY

How you will learn

This training course combines analytical techniques with examples and case studies. Worked examples illustrate each learning point, tool, and technique in a real-world setting, while group discussion promotes the exchange of experience and ideas.

Interactive team case studies and exercises reinforce the practical application of every topic, supported throughout by the facilitator's extensive experience in strategic planning, forecasting, and budgeting. Difficult mathematical concepts are minimised wherever possible and handled visually — the aim is for this to be an enjoyable learning experience.

IMPACT

The return on learning

For your organisation

- Stronger strategic thinking and a clearer appreciation of the links between budgets and strategic financial plans
- The application of effective forecasting techniques
- Sharper risk analysis and risk management
- Identification of the most appropriate financing options and optimal capital structures
- More modern approaches to costing, planning, budgeting, and budgetary control
- Stronger capital investment project budgeting, cash forecasting, and budgeting

For you

- Strategic analysis and financial planning, and the use of strategy maps such as the balanced scorecard
- Qualitative and quantitative forecasting tools and techniques, and evaluating business and financial risk
- Absorption costing, marginal costing, Cost-Volume-Profit (CVP) analysis, Activity-Based Costing (ABC), and Activity-Based Management (ABM)
- Preparing operating budgets, cash budgets, and forecasts, and using Activity-Based Budgeting (ABB), flexed budgets, and variance analysis for budgetary control
- Evaluating alternative financing, optimising capital structure, and computing cost of equity, cost of debt, and the Weighted Average Cost of Capital (WACC)
- Applying Discounted Cash Flow (DCF) techniques — NPV, IRR, MIRR, EAC, and the Profitability Index (PI) — for capital project appraisal and capital budgeting

CERTIFICATION

Seya Capital certificate

Upon successful completion of this classroom-based training course, delegates will be awarded a Seya Capital Certificate.

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Register or enquire

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