

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/1110](http://www.amanet.org/1110)

# Financial Forecasting

## Strengthen your forecasting skills to analyze financial data and develop robust forecasts.

In this hands-on seminar, you'll delve into the critical components of forecasting and build forecasts that help power the operations, finance, production, and planning functions in your organization. You'll master the key components and skills to create forecasts and learn to translate and appraise the forecasts of others. In addition, you'll understand how to interpret the meaning of any forecast, whether it's your own company's or that of the competition. Whether you're new or seasoned in forecasting and in need of a briskly paced refresher, this seminar will help you see into—and plan—your company's future!

### How You Will Benefit

- Gather the basic facts necessary to start building a forecast
- Learn limitations—what forecasts can and cannot do
- Choose the proper forecasting technique given available data and forecast goals
- Critique and interpret forecasts and their implications
- Utilize powerful MS Excel® tools—with uses transferable to other disciplines
- Master and use regression tools to make better forecasts
- Use Excel® tools to present forecast data to executive management

### What You Will Cover

- Introduction to business forecasting
- Basic statistical techniques
- Forecasting techniques and methods
- Getting started: Making underlying assumptions
- Identifying data patterns: Exploratory analysis concepts
- Time series and their components
- The use of Excel® as your forecasting tool
- Forecasting performance measurements
- Simple and multivariate linear regression
- Summarizing and displaying data in Excel®
- New directions in financial forecasting

### Who Should Attend

Any financial professional who needs to create, maintain, and improve the forecasting process at his or her company, as well as professionals in any function who must interpret, analyze, and make decisions based on forecasts created by

others.

## Special Feature

**NOTE:** Please bring a laptop equipped with Excel 2007 or 2010 to this seminar.

### Schedule

- [3] days - \$2,445 Non Members
- [3] days - \$2,195 AMA Members
- [3] days - \$2,079 GSA

### Credits

22.6 CCM/1.8 CEU/22.6 FPA

21 CPE /18 PDU

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