

# Course : Strategic and financial diagnosis

**Understanding companies better**

**Practical course - 2d - 14h00 - Ref. FII**

**Price : 1310 € E.T.**

Diagnosing a company means understanding its environment (market, strategy, shareholders, etc.) and how this influences its accounts (operating and financial performance, cash flow, etc.). This training course will provide you with all the fundamentals you need to diagnose companies effectively.

## Teaching objectives

At the end of the training, the participant will be able to:

- Identify the key elements of a company's environment
- Analyze their impact on value creation and financial structure
- Estimating the impact of strategic choices on a company's accounts

## Intended audience

Anyone wishing to learn about business management and accounting.

## Prerequisites

No special knowledge required.

## Practical details

### Case study

Individual case studies, in sub-groups -

### Teaching methods

Active teaching

## Course schedule

### PARTICIPANTS

Anyone wishing to learn about business management and accounting.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 The general framework of a financial diagnosis

- The diagnostician's trade, products and/or services.
- The financial market.
- Geographical locations.
- Business models.
- The role of shareholders.
- Corporate culture and identity.

### Group discussion

Participants will share their experiences on the general theme.

## 2 How to carry out a company diagnosis

- External analysis: the company's environment.
- Internal analysis: the company's strengths and weaknesses.
- Synthesis: how to use the SWOT.

### Case study

Analysis of different types of existing companies.

## 3 Implications for value creation and impact on financial structure

- Analyze strategic choices in a company's financial statements.
- Study the impact of cash generation.
- Check the impact on the balance sheet.
- Determine the impact on financing strategy.

### Case study

Transforming business models, integrating buyouts...

## 4 Diagnostic summary

- Establish the 10 golden rules for diagnosing a company.

### Group discussion

Use tests to verify acquired skills.

## Dates and locations

### REMOTE CLASS

2026: 2 Apr., 15 June, 29 Oct.

### PARIS LA DÉFENSE

2026: 26 Mar., 8 June, 22 Oct.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.