



Consulting and Training | Reach New Heights

**Course Name**

# Strategic Finance for Senior Finance Executive

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**Sector Name**

Finance, Accounting and Banking

**Document Type**

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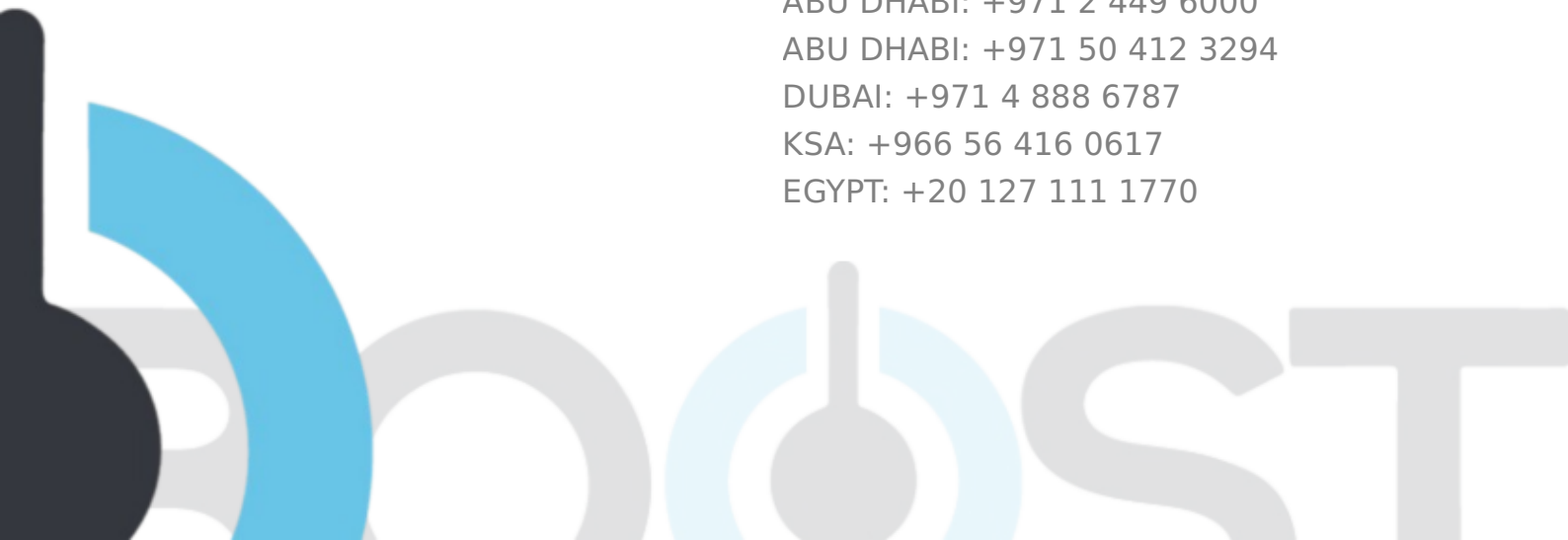
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## Strategic Finance for Senior Finance Executive

### Course Introduction

As organisations and businesses become more global and increasingly different, it is significant that leading finance executives have a firm grasp on finance to ensure that they maximise value. Along with the complex challenges they are facing. Senior and executive leaders must be able to lead with an advanced level of financial acumen to successfully analyse and resolve financial resourcing issues, improve strategic-level decision making, and implement the right solutions across their institutions.

This **5-day BOOST** training course covers topics that will help participants gain an in-depth comprehension of strategic finance management, such as: financial strategy; analysing and understanding accounts; business and resource planning; understanding key sources of university funding and the risks and opportunities of alternative funding options; and a range of operating models, including overseas partnerships.

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## Strategic Finance for Senior Finance Executive

### Target Audience

- ✓ Executives who have strategic financial oversight of their unit or organization
- ✓ Finance-related roles
- ✓ Accounting-related roles
- ✓ Marketing Managers
- ✓ Financial managers
- ✓ Affiliate marketing leaders
- ✓ Career Enhancers
- ✓ Digital Innovators
- ✓ Business owner / Entrepreneur
- ✓ General / Senior Accountant
- ✓ Business Project Manager
- ✓ Bank Branch Manager
- ✓ Structured Finance Senior Relationship Manager
- ✓ Finance Transformation Manager
- ✓ Risk Manager
- ✓ Investment Analyst

## Strategic Finance for Senior Finance Executive

### Learning Objectives

- ✓ Gain a comprehensive understanding of current trends in finance.
- ✓ Develop and enhance strategic skills in the context of financial leadership.
- ✓ Identify new techniques and methodologies related to finance, strategy, and leadership to form a long-term vision and strategy framework.
- ✓ Create a culture of innovation and lead cultural change within the organization.
- ✓ Advance negotiation, conflict management, and communication skills.
- ✓ Assess and enhance personal leadership style suitable for the finance-related function.

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## Strategic Finance for Senior Finance Executive

### Course Outline

#### ✓ DAY 01

##### **Business and Financial Strategy - The Vital Link**

- ✓ The Purpose and Goals of the Firm
- ✓ The Aims and Principles of Competitive Strategy
- ✓ The Role of Financial Strategy in Business Success
- ✓ Tools for Strategic Analysis and Strategy Development
- ✓ Building a Winning Business Model
- ✓ Implementing an Effective Performance Management System
- ✓ Financial Planning: Budgeting and Beyond

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### Course Outline

#### ✓ Day 02

##### **Accounting review**

- ✓ Assessing the financial health of a firm
- ✓ Financial statement analysis
- ✓ Financial and operating ratios
- ✓ Forecasting funding needs
- ✓ Sources & uses analysis
- ✓ Sustainable growth
- ✓ Introduction to valuation
- ✓ Cash flow forecasting
- ✓ Discounting and NPV

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### Course Outline

#### ✓ Day 03

##### **Optimal investment decisions**

- ✓ Allocating resources within and across firms
- ✓ Valuing investment projects
- ✓ Discounted cash flow (DCF) analysis
- ✓ Calculating Free Cash Flow
- ✓ Sensitivity & scenario analysis

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### Course Outline

#### ✓ Day 04

##### **Interacting with capital markets**

- ✓ Shareholders
- ✓ Lenders
- ✓ Cost of capital and the pricing of risk
- ✓ The risk-return trade-off
- ✓ Betas and alphas
- ✓ Optimal capital structure
- ✓ Bond ratings and default
- ✓ Tax benefits of debt
- ✓ Optimal payout policies

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### Course Outline

#### ✓ Day 05

##### **Measuring Training Return on Investment ROI**

- ✓ Valuing entire companies
- ✓ Terminal value calculations
- ✓ Valuation by comparables
- ✓ Valuation multiples
- ✓ Mergers and acquisitions

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## Strategic Finance for Senior Finance Executive

### Confirmed Sessions

| FROM           | TO             | DURATION | FEES       | LOCATION          |
|----------------|----------------|----------|------------|-------------------|
| May 24, 2027   | May 28, 2027   | 5 days   | 4250.00 \$ | UAE , Dubai       |
| Sept. 13, 2026 | Sept. 17, 2026 | 5 days   | 4250.00 \$ | KSA , Riyadh      |
| Dec. 7, 2026   | Dec. 11, 2026  | 5 days   | 4250.00 \$ | UAE , Dubai       |
| Jan. 25, 2027  | Jan. 29, 2027  | 5 days   | 4950.00 \$ | Spain , Barcelona |

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