



*Training Course:
Understanding Shareholder Value and
Expectation Management*

*16 - 20 June 2025
Casablanca (Morocco)
New Hotel*

Training Course: Understanding Shareholder Value and Expectation Management

Training Course code: MA234681 From: 16 - 20 June 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4250 € Euro

Introduction

shareholder value and management, including what it means from a shareholder's point of view; what it means from a company's point of view; the levers a company can pull to create more value; making the link with strategic actions that drive value creation and communicating shareholder value and Expectations management.

course objectives of Understanding Shareholder Value and Expectation Management

- Understand what shareholder value really means
- See how companies drive value internally and externally
- Understand the cost of capital and efficient balance sheets
- Make the link with strategic actions that drive value creation

Who should attend

- Shareholders
- Executives and Managers
- Junior Managers and Supervisors
- Professional Managers and Staff, including HR and finance
- Anyone who needs to understand shareholders and shareholder value and management
- People involved in transformation initiatives
- Program, Project, and PMO personnel
- Government and Local Government Officers

Course outline:

DAY 1

The Shareholders Perspective

- Key shareholder value concepts
- Driving total shareholder return

DAY 2

The Company Perspective

- Return on equity
- The impact of leverage
- Return on capital employed
- Management's task

DAY 3

Capital Management

- Efficient capital structure
- Changing the capital structure
- Cost of capital
- Capital management
- Real company examples

DAY 4

Capital Allocation

- Reminder
- Allocating capital
- Capital allocation examples

Growth and Returns

- Growth
- Profitability

DAY 5

Communicating Shareholder Value and expectation management

- Expectations management
- The shareholder engagement and management roadmap
- How to create effective communications strategies and plans?
- Telling a great investment story - real company examples

Registration form on the Training Course: Understanding Shareholder Value and Expectation Management

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