



*Training Course:
Advanced Accounting Management for Strategic
Financial Leadership*

*27 - 31 January 2025
Casablanca (Morocco)
New Hotel*

Training Course: Advanced Accounting Management for Strategic Financial Leadership

Training Course code: FI235528 From: 27 - 31 January 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4250 € Euro

Introduction:

In today's dynamic business environment, accounting management plays a critical role in shaping financial strategy and driving organizational success. This course, "Advanced Accounting Management for Strategic Financial Leadership," is designed for financial leaders who aim to integrate advanced accounting techniques into broader strategic decision-making. The course will cover sophisticated accounting tools, financial performance analysis, and strategic planning frameworks, preparing participants to lead their organizations with financial insight and strategic foresight.

Target Audience:

- Chief Financial Officers CFOs
- Financial Directors and Controllers
- Senior Accounting Managers
- Finance and Accounting Professionals responsible for strategic decision-making
- Corporate Planners involved in financial strategy
- Senior professionals looking to transition into leadership roles in accounting and finance

Objectives:

By the end of this training, participants will be able to:

1. Apply advanced accounting principles to guide financial strategy and planning.
2. Analyze and interpret financial statements for strategic decision-making.
3. Leverage financial data to enhance organizational performance and competitive advantage.
4. Implement advanced cost management and budgeting techniques.
5. Develop long-term financial strategies based on in-depth financial analysis.
6. Integrate risk management with accounting practices for strategic leadership.
7. Collaborate effectively with executive teams to align financial goals with overall business objectives.

Outlines:

Day 1:

Advanced Financial Accounting Techniques

- Review of advanced financial accounting concepts
- Financial statement analysis for strategic decision-making
- Techniques for revenue recognition, expense management, and financial reporting
- Consolidations, mergers, and acquisitions: Accounting implications
- Case studies: Real-world applications of advanced accounting in strategic leadership

Learning Outcome: Mastery of advanced accounting principles and their application to financial strategy.

Day 2:

Strategic Financial Planning and Budgeting

- The role of accounting in strategic financial planning
- Advanced budgeting techniques: Zero-based budgeting, rolling forecasts, and activity-based budgeting
- Capital budgeting and investment analysis
- Aligning budget management with organizational goals
- Financial planning tools and systems for strategic leadership

Learning Outcome: Ability to integrate advanced budgeting techniques with strategic financial planning.

Day 3:

Financial Performance Management and Analysis

- Key performance indicators KPIs and their role in financial leadership
- Techniques for analyzing profitability, liquidity, solvency, and operational efficiency
- Balanced scorecard approach for aligning financial performance with strategy
- Data-driven decision-making for improving financial outcomes
- Financial dashboards: Visualizing and reporting financial performance

Learning Outcome: Skills to evaluate and manage financial performance for strategic impact.

Day 4:

Advanced Cost Management and Control

- Cost management strategies: Activity-based costing, target costing, and lifecycle costing
- Techniques for managing fixed, variable, and overhead costs
- Financial leadership in controlling costs and improving efficiency
- Implementing cost control systems to maximize profitability
- Case studies: Cost management strategies for achieving financial leadership

Learning Outcome: Proficiency in cost management strategies to enhance profitability and organizational efficiency.

Day 5:

Risk Management and Strategic Financial Leadership

- Identifying and managing financial risks in strategic decision-making
- Integrating risk management with advanced accounting practices
- Developing risk-adjusted financial strategies for long-term growth
- The role of financial leadership in managing economic uncertainties
- Final project: Developing a strategic financial plan with risk management integration

Learning Outcome: Capability to manage financial risks and integrate them into strategic financial leadership.

Registration form on the Training Course: Advanced Accounting Management for Strategic Financial Leadership

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