



*Training Course:
Strategic Financial Management: Empowering
Finance Professionals*

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

Training Course: Strategic Financial Management: Empowering Finance Professionals

Training Course code: MA235294 From: 27 - 31 January 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4250 € Euro

Introduction:

In today's dynamic business environment, finance professionals play a crucial role in guiding organizations towards financial stability and growth. Strategic financial management goes beyond traditional financial analysis and reporting, encompassing strategic planning, risk management, and decision-making to ensure long-term success. This comprehensive course is designed to equip finance employees with the essential management skills needed to excel in their roles and contribute effectively to organizational objectives.

Target Audience:

This course is ideal for finance professionals at all levels, including financial analysts, accountants, controllers, and finance managers. It is suitable for individuals looking to enhance their management capabilities within the finance function and take on leadership roles in the future.

Objectives:

- Understand the principles of strategic financial management and its importance in organizational success.
- Develop strategic thinking skills to align financial goals with overall business objectives.
- Gain insights into financial risk management techniques and their application in decision-making.
- Enhance leadership and communication skills to effectively collaborate with cross-functional teams.
- Apply financial analysis tools and techniques to drive informed decision-making and performance improvement.

Outlines:

Day 1:

Introduction to Strategic Financial Management

- Understanding the role of financial management in organizational strategy
- Overview of financial statements and key performance indicators KPIs
- Introduction to strategic planning and budgeting processes
- Case studies and group discussions on real-world financial management challenges

Day 2:

Financial Risk Management and Decision-Making

- Identifying financial risks and assessing their potential impact on the organization
- Introduction to risk management frameworks and methodologies
- Techniques for evaluating investment opportunities and capital budgeting decisions
- Case studies on risk analysis and decision-making in financial management

Day 3:

Strategic Cost Management and Performance Measurement

- Principles of cost management and cost-volume-profit CVP analysis
- Strategies for optimizing costs and enhancing profitability
- Performance measurement frameworks and balanced scorecard approach
- Interactive exercises and simulations to analyze cost structures and performance metrics

Day 4:

Strategic Financial Planning and Forecasting

- Developing long-term financial plans and forecasts
- Forecasting techniques and methods for revenue, expenses, and cash flows
- Scenario analysis and sensitivity testing for strategic decision support
- Practical application of financial planning tools and software

Day 5:

Leadership in Financial Management

- Building effective teams and fostering a culture of accountability and innovation
- Communication strategies for presenting financial information to stakeholders
- Managing change and driving continuous improvement in financial processes
- Role-playing exercises and role-modeling sessions for leadership development

Registration form on the Training Course: Strategic Financial Management: Empowering Finance Professionals

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