



*Training Course:  
The Chief Financial Officer Programme*

*10 - 14 March 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: The Chief Financial Officer Programme

Training Course code: FI234878 From: 10 - 14 March 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4250 € Euro

### Introduction

This Global Horizon Training Center Chief Financial Officer Programme may assist the CEO with forecasting, cost-benefit analysis, and obtaining funding for various initiatives. In the financial industry, a CFO is a highest-ranking position, and in other industries, it is usually the third-highest position in a company. A CFO can become the CEO, chief operating officer, or president of a company.

Broaden your perspective and prepare for the role of a strategic CFO by enhancing your skills to better align financial and corporate strategy.

### Training Program Objectives

- Financial leadership in action that embraces personal and wider risks of the role
- Fostering a winning relationship with the CEO/Board
- Strategic engagement, alignment, goal congruence, delivering concrete outcomes
- Acquiring commercial insights, and perspectives that feed into decisions making
- Leading through change, business transformation, and performance optimization
- Communicating business insights, and decision choices more succinctly and intelligently
- Embracing the power of digital and associated risks
- Nurturing finance talent and leadership pipeline

### Personal Benefit of The Chief Financial Officer Programme

- Develop your leadership, strategy, and communication capabilities to drive innovation and technological transformation throughout your organization.
- Define a long-term, strategic vision that balances financial and non-financial performance objectives with business strategy.
- Enhance your ability to predict, measure and monitor financial and non-financial performance.
- Strengthen your technical skills and financial expertise.
- Analyse the latest trends and external forces shaping your business, to elevate your credibility as a trusted internal advisor and key decision-maker.

- Build, lead, motivate and sustain high-performing teams to accelerate their impact.
- Enhance your strategic communication skills to become more influential, leading internal and external stakeholder groups with greater success.

## Organizational Benefits of The Chief Financial Officer Programme

- Generate actionable, strategic insights that improve the quality of decision-making across your organization.
- Identify, evaluate, communicate and drive the implementation of strategic choices that lead to sustainable value creation and organizational growth.
- Lead change and transformation efforts that create lasting value for you and your organization.
- Transform culture across your organization to be risk-aware and financially aligned.

## Target Audience for The Chief Financial Officer Programme

This Training program is designed for senior finance executives who are either new to a CFO role or preparing themselves for a CFO assignment or similar strategic financial leadership position.

### Attendees include:

- Senior-level executives with strategic and financial responsibilities
- Existing CFOs or those preparing to step into a CFO role
- Executives from a wide range of industries, ranging from large organizations to start-ups.

## Course outlines of The Chief Financial Officer Programme

### Day 1

#### FOUNDATIONAL

- Executive Leadership
- Executive Strategy
- Executive Decision Making
- Executive Oversight
- Executive Transparency
- Executive Accountability
- Executive Planning & Execution

- Executive Accounting, Financial & Budgeting
- Executive Project Management & Project Control
- Executive Problem Solving

## Day 2

### CORE Leading - Managing - Controlling

- Leading & Managing People
- Leading & Managing Change
- Leading & Managing Goals & Priorities
- Leading & Managing Communications
- Leading & Managing Culture & Cultural Dynamics
- Leading & Managing Negotiations
- Leading & Managing Organizational Politics
- Leading & Managing Innovation & Technology
- Leading & Managing Customers & Suppliers
- Leading & Managing Competitive Advantage
- Leading & Managing Risks & Uncertainty
- Leading & Managing Quality
- Leading & Managing Crisis & Conflicts
- Leading & Controlling Waste, Fraud, Abuse, Neglect & Negligence
- Leading Management Controls & Efficiency
- Leading & Managing Claims & Disputes

## Day 3

### FUNCTIONAL SPECIALIZATION/EXPERTISE

#### Corporate Finance

- Balance sheet optimization

- Capital planning and allocation
- Re-investment, M&A, debt servicing, dividends, share buybacks
- Tax planning, transfer pricing & thin capitalization
- Discussion on international tax planning Starbucks/Google and impact on reputation.

#### Day 4

##### Capitalizing on M&A Opportunities

- Defining acquisition criteria and planning acquisition process
- Financial and commercial due diligence
- Valuing and evaluating the target
- Deal negotiation Financing the deal
- Purchase and sale contract
- Taking charge and integrating the business

#### Day 5

##### APPLIED/PRACTICUM

- Develop □My CFO-C Strategy
- Develop Execution Scorecard
- Develop Execution Action Plan
- Develop Execution PlayBook
- Implement □My CFO-C Policy

## Registration form on the Training Course: The Chief Financial Officer Programme

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.