



*Training Course:  
Understanding Shareholder Value and  
Expectation Management*

*8 - 12 September 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Understanding Shareholder Value and Expectation Management

Training Course code: MA234681 From: 8 - 12 September 2025 Venue: Casablanca (Morocco) - New Hotel Training  
Course Fees: 4500 € 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.

### Objectives

- 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

### Target Audience

- 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

### 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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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: .....  
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### Company Information

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

### Person Responsible for Training and Development

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

- Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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