



*Training Course:
Understanding Shareholder Value and
Expectation Management*

*29 June - 3 July 2026
Casablanca (Morocco)*

Training Course: Understanding Shareholder Value and Expectation Management

Training Course code: MA234681 From: 29 June - 3 July 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's highly competitive and investor-driven business landscape, organizations are increasingly measured by their ability to create sustainable shareholder value. This program, developed by [Global Horizon Training Center](#), provides a comprehensive understanding of shareholder value from both the investor's and the company's perspectives.

Participants will explore what shareholder value truly means, how it is assessed in financial and strategic terms, and the key levers organizations can utilize to enhance it. The program also bridges the critical link between corporate strategy and value creation, enabling participants to understand how operational and financial decisions directly impact shareholder returns.

Furthermore, the program emphasizes the importance of expectation management and effective communication with shareholders. By integrating financial principles such as cost of capital, capital structure, and performance metrics with strategic decision-making, participants will gain the ability to contribute to value-driven management and communicate a compelling investment story.

Course Objectives

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

- Understand the concept of shareholder value and its importance in modern organizations
- Analyze how companies create value internally and externally
- Evaluate key financial performance indicators such as ROE, ROCE, and Total Shareholder Return
- Understand the cost of capital and its role in decision-making
- Assess and optimize capital structure and balance sheet efficiency
- Link strategic initiatives with value creation outcomes
- Apply effective capital allocation principles to support growth and profitability
- Develop strategies to manage shareholder expectations
- Design and deliver effective communication strategies to stakeholders

Target Audience

This program is designed for:

- Shareholders and Investors
- Executives and Senior Managers
- Junior Managers and Supervisors
- Finance, HR, and Strategy Professionals

- Program, Project, and PMO Personnel
- Professionals involved in transformation and change initiatives
- Government and Local Government Officers
- Any professional seeking to understand shareholder value and value-driven management

Outline

Day 1: The Shareholder Perspective

- Introduction to Shareholder Value: Definitions and Core Concepts
- Understanding Shareholder Expectations and Investment Objectives
- Key Metrics for Shareholder Value: Total Shareholder Return TSR
- Drivers of Shareholder Value Creation
- Risk vs. Return Considerations
- Case Study: Shareholder Value Performance in Leading Organizations

Day 2: The Company Perspective

- Measuring Corporate Performance:
 - Return on Equity ROE
 - Return on Capital Employed ROCE
- The Impact of Financial Leverage on Value Creation
- Profitability vs. Value Creation
- Management's Role in Delivering Shareholder Value
- Aligning Operational Decisions with Financial Outcomes
- Practical Case Applications

Day 3: Capital Management

- Principles of Efficient Capital Structure
- Debt vs. Equity Decisions and Their Impact
- Understanding Cost of Capital WACC
- Optimizing the Balance Sheet for Value Creation
- Capital Restructuring and Financial Strategy
- Real Company Examples and Case Studies

Day 4: Capital Allocation & Value Growth

- Fundamentals of Capital Allocation
- Investment Decision-Making and Value Impact
- Allocating Capital Across Projects and Business Units
- Balancing Growth and Profitability
- Sustainable Growth Strategies
- Case Studies: Capital Allocation Success and Failure

Day 5: Communicating Shareholder Value & Expectation Management

- Principles of Shareholder Communication
- Managing Shareholder Expectations Effectively



- Building a Shareholder Engagement and Management Roadmap
- Designing Effective Communication Strategies and Plans
- Crafting a Compelling Investment Story
- Real Company Examples and Best Practices

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

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