



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

*19 - 23 July 2027
Casablanca (Morocco)*

Training Course: Strategic Financial Management: Empowering Finance Professionals

Training Course code: MA235294 From: 19 - 23 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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.

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.

Target Audience:

This course is ideal for:

- Finance professionals at all levels seeking to expand their strategic knowledge
- Financial analysts aiming to strengthen decision-making skills
- Accountants and controllers looking to enhance financial management capabilities
- Finance managers preparing for leadership roles within the finance function
- Individuals interested in taking on higher responsibilities and leading finance teams
- Professionals seeking to align financial strategies with organizational goal

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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