



# Leadership in Strategic Financial Management

21 – 25 October 2024

London / UK

## Introduction

In today's dynamic business environment, effective financial management is critical to sustaining growth and driving organizational success.

The "Leadership in Strategic Financial Management" course is designed to equip senior financial professionals and leaders with the advanced skills and knowledge needed to navigate the complexities of financial strategy.

This comprehensive five-day program delves into the intricacies of strategic financial planning, decision-making, and leadership, providing participants with the tools to make informed decisions that align with long-term business goals.

Throughout the course, attendees will explore various aspects of strategic financial management, including financial analysis, capital structure optimization, risk management, and value creation.

By the end of the program, participants will be well-equipped to lead their organizations through financial challenges, ensuring sustainable growth and profitability.

This course is categorized under Professional Workshops and Continuing Professional Development (CPD) Training Programs, designed to enhance the skills of professionals in leadership roles within financial management.

## Objectives

- **Enhance Financial Leadership Skills:** Empower participants with advanced leadership skills tailored for strategic financial management.
- **Develop Strategic Thinking:** Equip attendees with the ability to think strategically about financial management and align financial strategies with broader business objectives.
- **Master Financial Analysis and Planning:** Provide a deep understanding of financial analysis techniques, planning, and forecasting to support informed decision-making.
- **Optimize Capital Structures:** Explore strategies for optimizing capital structure and managing financial risk effectively.
- **Drive Value Creation:** Learn how to create and sustain value through strategic financial management and efficient resource allocation.
- **Implement Best Practices:** Share insights on best practices in strategic financial management and leadership, preparing participants to implement these in their organizations.

### Who Should Attend?

- Chief Financial Officers (CFOs) and Finance Directors
- Senior Financial Managers and Controllers
- Corporate Treasurers
- Strategic Planners and Financial Analysts
- Business Unit Heads with Financial Responsibilities
- Professionals aspiring to leadership roles in finance

### Course Outline

#### Day One

##### **Strategic Financial Leadership and Planning:**

- Introduction to Strategic Financial Leadership: Defining the role of financial leaders in strategic management.
- Developing Strategic Financial Plans: Tools and techniques for effective financial planning and forecasting.
- Aligning Financial Strategy with Business Objectives: Integrating financial strategy into the broader business plan.
- Financial Decision-Making Frameworks: Understanding decision-making processes in financial management.

#### Day Two

##### **Advanced Financial Analysis and Performance Measurement:**

- Financial Statement Analysis: Techniques for evaluating financial health and performance.
- Advanced Ratio Analysis: Utilizing financial ratios to assess profitability, liquidity, and solvency.
- Performance Metrics and KPIs: Identifying and measuring key performance indicators in financial management.
- Benchmarking and Comparative Analysis: Comparing performance against industry standards and competitors.

### Day Three

#### **Capital Structure and Investment Decision-Making:**

- Capital Structure Optimization: Understanding the balance between debt and equity financing.
- Cost of Capital and Valuation: Calculating and applying the cost of capital in investment decisions.
- Investment Appraisal Techniques: Evaluating investment opportunities using NPV, IRR, and other methods.
- Strategic Capital Allocation: Making informed decisions about capital investments and resource allocation.

### Day Four

#### **Risk Management and Financial Sustainability:**

- Identifying and Assessing Financial Risks: Techniques for identifying and evaluating financial risks.
- Risk Mitigation Strategies: Tools and strategies for managing and mitigating financial risks.
- Sustainable Financial Practices: Implementing practices that ensure long-term financial sustainability.
- Crisis Management in Financial Leadership: Leading through financial crises and ensuring resilience.

### Day Five

#### **Value Creation and Strategic Implementation:**

- Creating and Sustaining Shareholder Value: Strategies for maximizing and sustaining shareholder value.
- Strategic Cost Management: Techniques for managing and reducing costs without compromising value.
- Financial Leadership in Strategic Change: Leading financial change initiatives effectively.
- Final Case Study and Action Plan Development: Applying course learnings to a comprehensive case study and developing a strategic action plan.

### Training Method

- Pre-assessment
- 35 hours of professional training as required by PMI® to apply for the Exam
- Full interactive training using case studies and live discussions
- Tips and Tricks for the PMP® Certification Exam
- Simulation exams
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7" Tablet containing a copy of the presentation, slides and handouts
- Post-assessment
- Full support after training until you pass the test

### Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

### Schedule

#### The course agenda will be as follows:

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|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

### Course Fees\*

- **6,500 USD**  
*\*VAT is Excluded If Applicable*