

# € TRAINING

Finance for Managers



3 - 7 November 2024  
Cairo (Egypt)



# Finance for Managers

REF: F17 DATE: 3 - 7 November 2024 Venue: Cairo (Egypt) - Fee: 3520 Euro

## Introduction:

This training program equips managers with essential finance skills to make informed business decisions and manage financial performance effectively. It covers key financial concepts and tools, providing a solid foundation for understanding financial statements, budgeting, and strategic financial planning. Participants will gain practical insights into using financial data to drive organizational success and achieve managerial goals.

## Program Objectives:

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

- Interpret and analyze financial statements.
- Develop and manage budgets effectively.
- Utilize financial metrics for decision-making and performance evaluation.
- Apply financial principles to strategic planning and management.
- Communicate financial information clearly to stakeholders.

## Targeted Audience:

- Business Managers.
- Department Heads.
- Project Managers.
- Team Leaders.
- Senior Executives.

## Program Outline:

### Unit 1:

#### Understanding Financial Statements:

- Overview of key financial statements income statement, balance sheet, cash flow statement.
- Techniques for analyzing financial performance.

- Understanding financial ratios and their implications.
- Identifying trends and financial health indicators.
- Case studies on financial statement analysis.

## Unit 2:

### Budgeting and Financial Planning:

- Principles of effective budgeting.
- Developing and managing operational and capital budgets.
- Forecasting and financial planning techniques.
- Monitoring and controlling budget performance.
- Best practices in budget preparation and review.

## Unit 3:

### Financial Metrics and Performance Evaluation:

- Key financial metrics for performance evaluation ROI, ROE, profitability ratios.
- Techniques for variance analysis and performance measurement.
- Analyzing cost structures and profitability.
- Implementing performance improvement strategies.
- Methods of applications of financial metrics.

## Unit 4:

### Strategic Financial Management:

- Aligning financial strategies with business goals.
- Financial planning for long-term success.
- Evaluating investment opportunities and capital allocation.
- Risk management and financial decision-making.
- Strategic use of financial data in business planning.



## Unit 5:

### Communicating Financial Information:

- Best practices for presenting financial data to stakeholders.
- Creating effective financial reports and dashboards.
- Techniques for explaining complex financial concepts.
- Enhancing financial transparency and accountability.
- Building a culture of financial literacy within the organization.