

# € TRAINING

Understanding Finance to Influence Strategic  
Decisions



29 September -  
3 October 2024  
Cairo (Egypt)



# Understanding Finance to Influence Strategic Decisions

REF: F176 DATE: 29 September - 3 October 2024 Venue: Cairo (Egypt) - Fee: 3520 Euro

## Introduction:

This training program explores the essential principles of finance and their impact on strategic decision-making. It empowers participants to leverage financial insights to influence strategic decisions and achieve long-term objectives.

## Program Objectives:

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

- Grasp key financial concepts that influence strategic decisions.
- Analyze financial statements to guide business strategy.
- Integrate financial planning with strategic objectives.
- Use financial metrics to assess business performance.
- Influence strategic decisions through a strong financial perspective.

## Targeted Audience:

- Business Leaders.
- Strategic Planners.
- Finance Managers.
- Decision-Makers.
- Corporate Executives.

## Program Outline:

### Unit 1:

#### Key Financial Concepts in Strategic Decision-Making:

- The role of finance in shaping business strategy.
- Understanding the time value of money and its strategic implications.
- Key financial metrics and their relevance to strategic planning.

- The impact of capital structure on strategic decisions.
- Case studies on financial influence in strategy.

## Unit 2:

### Financial Statement Analysis for Strategic Insight:

- Breaking down financial statements to reveal strategic opportunities.
- Using financial ratios to assess organizational health.
- Linking financial performance with strategic outcomes.
- Analyzing trends and forecasting future performance.
- Strategic decision-making based on financial insights.

## Unit 3:

### Integrating Financial Planning with Strategic Goals:

- The strategic importance of financial planning.
- Aligning financial planning with business objectives.
- Budgeting as a strategic tool for business growth.
- Evaluating financial risks in strategic planning.
- Best practices in financial planning and strategy alignment.

## Unit 4:

### Using Financial Metrics to Guide Business Performance:

- Key performance indicators KPIs in finance.
- Measuring profitability, liquidity, and efficiency.
- Benchmarking financial performance against strategic goals.
- The role of financial dashboards in strategic management.
- Enhancing strategic decisions with financial data.

## Unit 5:



## Influencing Strategic Decisions through Financial Expertise:

- Communicating financial insights to influence strategy.
- The financial professional's role in strategic discussions.
- Leveraging financial analysis in mergers, acquisitions, and expansions.
- Balancing short-term financial goals with long-term strategy.