

# € TRAINING

Strategic Financial Management

A group of four smiling business professionals (three men and one woman) are seated around a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is blurred, showing a modern office environment with large windows.

28 October -  
1 November 2024  
Online



# Strategic Financial Management

REF: F2689 DATE: 28 October - 1 November 2024 Venue: Online - Fee: 1725 Euro

## Introduction:

This program is pivotal for aligning financial strategies with organizational objectives and long-term vision. It integrates advanced financial planning, capital budgeting, and risk management to drive sustainable growth and performance. By transforming financial decisions into strategic advantages, this program ensures that financial practices not only support but actively advance key business goals.

## Program Objectives:

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

- Develop and implement strategic financial plans that align with organizational goals.
- Analyze financial statements and performance metrics to support decision-making.
- Manage financial risks and devise strategies to mitigate potential issues.
- Optimize financial resources and investments to maximize organizational growth.
- Communicate financial strategies effectively to stakeholders and senior management.

## Targeted Audience:

- Financial managers and controllers.
- CFOs and senior finance executives.
- Financial analysts and planners.
- Business development managers.
- Strategic decision-makers and consultants.

## Program Outline:

Unit 1:

### Strategic Financial Planning and Analysis:

- Understanding the role of financial planning in strategy development.
- Techniques for creating comprehensive financial plans.

- Analyzing financial statements to inform strategic decisions.
- Developing financial forecasts and budgeting.
- Evaluating financial performance against strategic goals.

## Unit 2:

### Capital Budgeting and Investment Management:

- Principles of capital budgeting and investment evaluation.
- Techniques for assessing investment opportunities and risks.
- Financial models for capital investment decisions.
- Managing capital structure and financing options.
- Strategic planning for asset management and growth.

## Unit 3:

### Risk Management in Financial Strategy:

- Identifying and assessing financial risks.
- Strategies for mitigating financial risks and uncertainties.
- Tools and techniques for risk management and control.
- Developing risk management plans and policies.
- Evaluating the impact of risk on financial performance.

## Unit 4:

### Performance Measurement and Management:

- Key performance indicators KPIs for financial management.
- Techniques for measuring and improving financial performance.
- Analyzing financial ratios and metrics for decision-making.
- Implementing performance management systems.
- Reporting and communicating performance results.

## Unit 5:

### Financial Strategy and Stakeholder Communication:

- Developing financial strategies that align with organizational objectives.
- Communicating financial strategies and outcomes to stakeholders.
- Techniques for effective financial presentations and reporting.
- Managing relationships with investors, lenders, and other stakeholders.
- Strategic decision-making and leadership in financial management.