

# € TRAINING

Finance for Executives



10 - 14 March 2025  
Kuala Lumpur (Malaysia)



# Finance for Executives

REF: F1915 DATE: 10 - 14 March 2025 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

## Introduction:

This training program provides executives with a comprehensive knowledge of key financial principles and tools necessary for strategic decision-making. It empowers participants to leverage financial insights to drive business growth and achieve organizational goals. By equipping them with practical skills in financial analysis and planning, the program ensures executives can make informed decisions that align with long-term business success.

## Program Objectives:

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

- Interpret financial statements for decision-making.
- Evaluate investment opportunities and capital allocation.
- Use financial analysis to support strategic business decisions.
- Manage financial risks effectively within the organization.
- Optimize financial performance through strategic planning.

## Targeted Audience:

- Executives.
- Senior Managers.
- Business Owners.
- Corporate Decision-Makers.
- Professionals transitioning into executive roles.

## Program Outline:

### Unit 1:

#### Financial Statement Analysis for Executives:

- Overview of financial statements income statement, balance sheet, cash flow statement.
- Analyzing financial performance and health of a business.

- Key financial ratios and their relevance to executive decision-making.
- Cash flow analysis and liquidity management.
- Executive-level interpretation of financial data.

## Unit 2:

### Capital Allocation and Investment Decisions:

- Principles of capital budgeting and investment evaluation.
- Identifying and assessing investment opportunities.
- Techniques for evaluating risk and return.
- Financial strategies for capital allocation.
- Strategic investment decision-making.

## Unit 3:

### Financial Analysis for Strategic Planning:

- Using financial analysis to support business strategy.
- Profitability analysis and cost management.
- Leveraging financial data for competitive advantage.
- Aligning financial goals with corporate strategy.
- Tools for executive-level financial decision-making.

## Unit 4:

### Risk Management for Executives:

- Identifying and managing financial risks.
- Strategies for hedging and risk mitigation.
- Understanding the impact of market risks on business performance.
- Managing currency, interest rate, and liquidity risks.
- Implementing a risk management framework.

## Unit 5:

### Strategic Financial Performance Management:

- Performance measurement and management techniques.
- Key performance indicators KPIs for executives.
- Aligning financial performance with business goals.
- Budgeting and forecasting for strategic growth.
- Strategies for optimizing financial performance.