



## Course : Financial Strategy: Essential Finance Management Skills

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|---------------------|------------|-------------------|--------------------------------------------|
| <b>City :</b>       | Cairo      | <b>Hotel :</b>    | Cairo Marriott Hotel & Omar Khayyam Casino |
| <b>Start Date :</b> | 2025-10-19 | <b>End Date :</b> | 2025-10-23                                 |
| <b>Period :</b>     | 1 Week     | <b>Price :</b>    | 3950 \$                                    |

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## Course Overview

This essential finance management and strategy skills program provides an understanding of the essential fundamentals of corporate finance, financial strategy, and financial management. Modern practical examples are crafted together with the theoretical principles to illustrate how theory is applied in real-world scenarios.

This essential finance management and strategy skills conference enhances the participant's analytical skills and decision-making capacity, aiming to deliver robust finance management solutions and comprehensive insight into what finance management entails, further enriched with perspectives on progressive financial strategy.

### Developing a Financial Strategy

Developing a Financial Strategy is a critical subtopic covered in this financial strategy course. Participants in the essential finance management and strategy skills conference will learn how to define financial strategy and its role in shaping a business's long-term stability and growth.

This essential finance management and strategy skills conference includes identifying the benefits of financial strategy and how to create a roadmap tailored to the organization's unique needs. What is a financial strategy? It's a plan that helps businesses make informed decisions about investments, funding, and growth while considering financial risks and future objectives.

Attendees at this essential finance management and strategy skills conference will grasp the core principles needed to develop effective strategies harmonizing with their business goals, ensuring they can oversee and implement impactful finance management within their organizations.

## Course Objectives

**By attending this finance management conference, participants will adapt and apply finance management skills to:**

- Utilize and critically evaluate different capital investment appraisal techniques.
- Formulate and implement dynamic financial strategies to support organizational goals.
- Connect financial strategy intricately with overall business strategy.
- Manage cash and working capital efficiently to minimize expenses and enhance liquidity.
- Acknowledge and utilize financial strategy to drive shareholder value beyond market forecasts.
- Understand the consequences of corporate behavior on achieving corporate aims, complemented by the essentials of corporate governance.

- Learn the nuances of financial strategy, enterprise growth stages, and capital structuring.
- Evaluate the impact of various capital investment appraisal techniques.
- Enhance cash management and working capital to optimize costs and improve cash flows.
- Measure their contribution to value creation for the stakeholders of the business.
- Examine capital structure and financial strategy from the viewpoint of the business lifecycle, notably focusing on the Weighted Average Cost of Capital (WACC).

## Target Audience

This Financial Strategy training course is designed to introduce useful theories and practical skills to professionals from a range of disciplines and industry sectors, but particularly those involved in management, planning, finance and business decision-making roles.

## Methodology

This is a highly participative workshop style training course focused on developing practical skills that delegates can apply in real life business situations on return to their own organization. Each module includes a thorough review of the relevant theory before focusing on life-like business case studies with which delegates can apply the key principles of financial strategy and corporate finance.

## Course Outline

### Day 1:

- Corporate Objectives and Financial Strategy
- Financial Statements Analysis (Part 1)
- Risk Management in Financing
- Cost of Capital and Corporate Governance

### Day 2:

- Advanced Financial Analysis (Part 2)
- Du Pont Model and Business Life Cycle

- Capital Structure, WACC, and Dividend Policy
- Working Capital Management and Credit Ratings

### Day 3:

- Cost-Value Relationship
- Strategic Cost Control and Break-even Analysis
- Value-Based Pricing and Value Chain Analysis

### Day 4:

- Linking Strategy, Planning, and Budgeting
- Budget Alignment and Delegation
- Beyond Budgeting Approaches

### Day 5:

- Capital Investment Decisions and DCF
- Investment Appraisal Methods
- Mergers, Acquisitions, and Restructuring

## Certificates

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates. Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.