



Finance, Accounting and Banking



Management And Leadership

Strategic Finance to Influence Strategic Decisions

Course Introduction

In today's ever-changing and fast-phased business environment, it is importance for business leaders and managers to continuously develop their skills in strategic management. More so, the understanding of how finance impacts strategic decision making is significant as it provides a solid basis for an organization's economic growth, development and success. This training course is designed to provide participants with the fundamental concepts about finance, strategic thinking, strategic management processes and its links to performance indicator systems. This will allow participants to identify and utilize techniques to effectively look into finance as basis for decision-making.

Target Audience

- Senior Executives
- Financial Managers
- Strategic Planners
- CFOs (Chief Financial Officers)
- Corporate Treasurers
- Business Analysts
- Budgeting and Financial Planning Professionals
- Controllers and Cost Accountants
- General Managers in Large or Medium Enterprises
- Directors of Strategy and Planning
- Professionals in Corporate Governance Roles
- Heads of Departments Responsible for Strategic Decision-Making
- Project Managers Involved in Capital Investment Decisions

Learning Objectives

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

- Gain a comprehensive understanding of strategic management process and its links to KPI systems as a basis for improved decision-making.
- Recognize alternative sources of long-term finance, and evaluate the models of optimum capital structure and minimization of WACC
- Identify and utilize techniques of DCF for evaluation of capital project investments, and capital budgeting
- Assess and interpret the income statement, balance sheet, and statement of cash flows, and use appropriate costing and measurement systems for more effective planning and budgeting, management of working capital and cash flow, and improved financial performance
- Use the techniques of uncertainty and risk analysis and develop appropriate risk management tools, and insurance and hedging of interest rates and foreign currency exchange rates.

Course Outline

• 01 Day One

Strategic Management and Decision-Making and its Link with Financial Planning and Budgeting

- Strategy and Strategic Management
- Vision, Mission, and Objectives
- Key Features of Strategic Decision-making
- Rolling-out and Implementing Strategies
- Value Creation and Maximisation of Shareholder Wealth
- Corporate Objectives, Accountability, and Corporate Governance
- Management Accounting and the links between Strategic Planning and Budgeting

The Financial Statements and Their Links with Planning and Financial Decisions

- The Three Key Financial Statements
- Balance Sheet
- Income Statement
- Statement of Cash Flows
- Sources of Internal and External Financing
- Cost of Equity, Cost of Debt, and the Weighted Average Cost of Capital (WACC)
- Capital Structure Models to minimise WACC
- Preparing a long-term Financial Plan to Determine Financing Requirements

• 02 Day Two

Costing Systems and Measurement Systems that Support Financial Decision-Making

- Costs and Activities
- Cost Behaviour
- Fixed Costs and Variable Costs
- Cost-Volume-Profit (CVP) Relationships, Break-even and Sensitivity Analysis
- Direct and Indirect Costs
- Activity Based Costing (ABC) and Management (ABM)
- Refining the Costing System for Improved Decision-making

Capital Investment Decisions

- Future Values, Present Values and Discounted Cash Flow (DCF)
- Capital Budgeting Principles
- Evaluating Capital Investment Projects using Accounting Rate of Return (ARR) and Payback
- DCF Evaluation Methods of Net Present Value (NPV), Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR), Equivalent Annual Cost (EAC)
- Deciding on which Investment Appraisal Methods to use
- Capital Budgeting, Capital Rationing and the Profitability Index (PI)
- Further Factors to Consider in Investment Appraisal

• 03 Day Three

Performance Measures and its Link to Strategic Decisions and Financial Risk Management

- Linking Strategic Objectives to Key Performance Indicators (KPIs) in a Balanced Scorecard
- Obstacles to Achieving Strategic Objectives created by the Accounting and Costing System
- Uncertainty and Risk Analysis
- Types of Business Risk and Financial Risk

- Risk Management Principles
- Development of Risk Management Tools to Mitigate and Minimise Risk
- Insurance and Hedging
- Interest Rate Risk and Foreign Currency Exchange Rate Risk

Confirmed Sessions

| FROM | TO | DURATION | FEES | LOCATION |
|--------------|--------------|----------|------------|-----------------|
| Dec. 7, 2025 | Dec. 9, 2025 | 3 days | 3250.00 \$ | Qatar - El Doha |
| July 7, 2025 | July 9, 2025 | 3 days | 3250.00 \$ | UAE - Dubai |
| May 26, 2025 | May 28, 2025 | 3 days | 3950.00 \$ | Spain - Madrid |