



Finance, Accounting and Banking

CFO Masterclass – Advanced Executive Program

Course Introduction

CFOs are expected to provide strategic advice and contribute important financial information to the management and board members in order for them to make decisions and steer the company in the right direction. Hence, it is vital for CFOs to revamp their knowledge and competency in the field.

This training course is designed to equip senior finance executives the essential strategic models and financial concepts in order to have a greater strategic impact on their organization's corporate strategy. This course will help them gain expertise in the formation and assessment of financial assessment and appraisal models, including the risk trade-off and cost-benefit analysis of considering debt in the funding mix. Further, introducing them the latest trends in the global industries and widen their perspective for strategic decision making.

Target Audience

The CFO Masterclass – Advanced Executive Program is designed for senior finance executives, including:

- Chief Financial Officers
- Finance Directors
- Senior Vice Presidents of Finance

Learning Objectives

- Gain the expert knowledge in formulating and implementing effective financial strategies to enable the organization to be well positioned for the future.
- Explore the various business models concepts and their applications in the strategic positioning, formation and monitoring the corporate strategy.

- Obtain the expertise and confidence in making effective investment decisions with or without leverage.
- Identify and utilize tools for persuasive board senior executive presentations on company performance.
- Formulate workable financial solutions in times of financial challenges in the organization.

Course Outline

• Day 01

Strategic Planning

- Introduction to strategic planning
- Rational Strategic planning model
- Five approaches to strategy formation
- Strategic pitfalls of why companies fail

Strategy Formation

- Internal and external analysis session driven by Novartis strategy document
- Strategic issues of Novartis pharma company
- Stakeholder analysis the balancing act and critical considerations
- External corporate appraisal session based on Shell Oil company
- PESTAL analysis effective use to identify risk pragmatic examples with Shell Oil Porters
- Five Forces effective use to examine market positioning discussion of how to apply in strategic execution

• Day 02

Strategic Options and Choices

- Porters Generic Options recap of companies discussed Ikea / Shell as well as delegates companies
- How to use this information in implementing strategy in today's rapidly changing environment
- Cost Leadership
- Differentiation

- Focus Ansoff analysis with McDonalds products
- Strategic Clock analysis with hotel industry from budget to luxury chains
- SFA Model
- Selecting opportunities to pursue

• Day 03

Measurement and Monitoring of Performance/ Benchmarking with DuPont Ratio Analysis

- Profitability, efficiency ratios, return ratios, shortterm solvency and liquidity
- Long term solvency and stability ratios
- Shareholder and investment ratios
- Information through comparison DuPont formula
- Levers in financial analysis
- Earnings Turnings Investment Appraisal and Cash Flow Analysis Payback
- Internal rate of return, accounting rate of return
- Cash flow analysis vs EBITDA as a basis for analysis
- Return on capital employed (ROCE) and return on investment (ROI) and net present value
- Modified internal rate of return
- Investment appraisal using DCF methods and free cash flows
- Tackling inflation in investment appraisal
- Levered Analysis: Funding Assumptions, IRR and APV
- Debt capacity and credit analysis
- Evaluating business risk Assessing financial risk
- Methodologies to tackle business and financial risk Capital asset pricing module
- Modigliani and Miller Proposition Strategies for Growth Analysis of organic growth compared to acquisitions and mergers
- Valuations for mergers and acquisitions
- Financing mergers and acquisitions

• Day 04

Analyzing and Assessing Different Sources of Finance

- Sources of debt finance
- Sources of equity finance
- Using venture capital sources / high net worth individuals risks and benefits
- Effective use of rights issues to encourage current shareholders for capital injections
- Corporate Failures Leading indicators

- Symptoms of failure Dealing with management weaknesses
- Using automation to improve efficiency and labor cost to reduce risk for failure
- Corporate Restructuring Negotiating Out of Financial Difficulties
- Mergers and acquisition strategies Sales enhancement and operating economics
- Why mergers and acquisitions fail
- Reasons and strategies for unbundling
- Issues on management buyout and management buy in
- Financial distress and overtrading indicators

• **Day 05**

Analyzing the cash flows to assess viable alternatives in distressed / over indebtedness scenarios

- Changing Role of the Accountant
- Aligning cost to value
- Strategic emphasis
- Adding value to the organization
- Improving Profitability and Goal Setting/Budgeting
- Identifying the gaps to improve profitability and performance
- Techniques and principles of beyond budgeting to enhance performance
- Benefits and drawbacks of traditional monitoring mechanisms and why they are not effective
- Effectively setting targets to improve performance and profitability and how they improve business performance

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 7, 2025	Dec. 11, 2025	5 days	4250.00 \$	Egypt - Cairo
July 7, 2025	July 11, 2025	5 days	4250.00 \$	UAE - Dubai
Oct. 13, 2025	Oct. 17, 2025	5 days	4950.00 \$	England - London

