MERCURY

Advanced Executive Finance and Strategic Planning

12 – 16 April 2027
Nairobi (Kenya)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

MERCURY

Advanced Executive Finance and Strategic Planning

Ref: 15882_1067096 **Date:** 12 – 16 April 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction:

The Advanced Executive Finance and Strategic Planning course equips senior executives with the tools, strategies, and insights required to drive financial excellence and align organizational goals with long-term strategic visions. Leaders must navigate complex financial landscapes in today's dynamic business environment while ensuring their decisions foster sustainable growth and competitiveness.

This Advanced Executive Finance and Strategic Planning course explores advanced financial principles, strategic frameworks, and decision-making models that empower participants to evaluate opportunities, mitigate risks, and execute transformative strategies. Through real-world case studies and interactive learning, executives will gain the confidence and expertise to lead their organizations toward enduring success.

The Advanced Executive Finance and Strategic Planning course will help participants understand executive finance and its role in strategic decision-making. It covers finance's role in strategic planning and decision-making, enabling them to craft a strategic plan for the finance department. They will explore finance strategic planning, focusing on how executive finance managers and assistants can drive organizational success.

Participants in this Advanced Executive Finance and Strategic Planning training empower senior executives to enhance their leadership and apply strategic planning in finance to achieve more effective financial management. It equips professionals with the skills to contribute to strategic finance planning and make informed financial decisions that align with business objectives.

Targeted Groups:

- C-level Executives CEOs, CFOs, COOs.
- Senior Financial Managers and Directors.
- Strategic Planners and Business Leaders.
- Corporate Decision-Makers and Board Members.
- Investment and Portfolio Managers.
- Heads of Financial and Strategic Divisions.
- Experienced Professionals in Financial Consultancy.
- Entrepreneurs Leading Large-Scale Enterprises.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Course Objectives:

At the end of this Advanced Executive Finance and Strategic Planning course, the participants will be able to:

- Develop advanced financial strategies to enhance organizational growth.
- Master techniques for strategic planning and goal alignment.
- Analyze financial data to drive informed executive decisions.
- Optimize capital allocation and investment strategies.
- Strengthen skills in risk management and mitigation.
- Align financial strategies with long-term business objectives.
- Enhance leadership in driving financial and strategic initiatives.
- Apply performance measurement tools to improve accountability.
- Understand the financial implications of mergers and acquisitions.
- Foster innovation in strategic financial planning.

Targeted Competencies:

By the end of this Advanced Executive Finance and Strategic Planning training, the participant's competencies will:

- Strategic Financial Decision-Making.
- Advanced Financial Analysis and Modeling.
- Business Strategy Development and Alignment.
- Risk Assessment and Management.
- Corporate Budgeting and Forecasting.
- Investment and Capital Allocation Strategies.
- Mergers and Acquisitions Planning.
- Leadership in Financial and Strategic Initiatives.
- Performance Metrics and Evaluation.
- Change Management in Financial Contexts.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

MERCURY

Course Content:

Unit 1: Strategic Financial Management:

- Understand the role of financial management in long-term strategy.
- Explore advanced financial models for business decision-making.
- Assess capital structure and its impact on strategic goals.
- Learn techniques for optimizing financial performance.
- Analyze financial statements and reports for strategic insights.
- Develop financial strategies to maximize shareholder value.
- Implement financial risk management techniques.
- Explore methods for business valuation and cost-benefit analysis.
- Understand financial forecasting and its alignment with strategic plans.
- Study real-world case examples of financial strategies in action.

Unit 2: Advanced Corporate Strategy Development:

- Define and assess corporate objectives in a global market.
- Examine strategic business models for sustained growth.
- Develop competitive strategies using financial insights.
- Align corporate strategy with financial performance goals.
- Analyze the role of innovation in shaping corporate strategies.
- Understand the strategic importance of mergers and acquisitions.
- Learn how to balance short-term goals with long-term strategic vision.
- Develop crisis management strategies through financial and strategic lenses.
- Understand the impact of corporate culture on strategic success.
- Use strategic planning frameworks for decision-making.

Unit 3: Risk Management and Financial Decision-Making:

- Understand financial risk and its strategic implications.
- Identify different types of financial risks market, credit, operational.
- Learn advanced risk assessment and mitigation techniques.
- Integrate risk management strategies into corporate planning.
- Use financial derivatives and hedging strategies to minimize risk.
- Study the effects of economic volatility on financial planning.
- Implement risk-adjusted return metrics in decision-making.
- Analyze the risk-return trade-off in investment decisions.
- Explore risk management in mergers and acquisitions.
- Develop contingency plans to safeguard against financial uncertainty.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Unit 4: Capital Allocation and Investment Strategy:

- Master techniques for optimal capital allocation across business units.
- Understand the strategic importance of investment in growth.
- Evaluate investment opportunities with advanced financial tools.
- Learn how to prioritize capital projects with financial impact.
- Study the process of asset management in a corporate setting.
- Develop strategies for managing debt and equity financing.
- Understand the dynamics of venture capital and private equity.
- Examine the role of corporate governance in investment decisions.
- Analyze international investment opportunities and risks.
- Evaluate capital budgeting techniques like NPV and IRR.

Unit 5: Performance Management and Strategic Execution:

- Develop performance metrics for strategic goal measurement.
- Learn how to track and assess strategic execution in financial terms.
- Use KPIs Key Performance Indicators for financial and strategic alignment.
- Understand the link between financial performance and corporate strategy.
- Develop dashboards and reporting systems for executive leadership.
- Evaluate and improve business processes for optimal performance.
- Implement change management strategies to improve financial performance.
- Use financial data to monitor and adjust strategic plans.
- Align organizational culture with performance management systems.
- Study how leading companies measure and track strategic success.