MERCURY

Financial Strategy: Essential Finance Management Skills Conference

8 – 12 August 2027
Amman (Jordan)



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

Financial Strategy: Essential Finance Management Skills Conference

Ref: 8047_276713 **Date:** 8 – 12 August 2027 **Location:** Amman (Jordan) **Fees:** 3300 Euro

Introduction

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:

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

- 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.

Targeted Groups

- Strategy, Budgeting, and Planning Managers.
- Finance and Treasury Professionals are seeking finance management certification.
- Capital Investment Managers and Analysts.
- Investment Analysts and Advisers.
- Employees aspiring to amplify their financial acumen and progress in their careers.

Targeted Competencies

By attending this finance management conference, target competencies will be able to:

- Financial strategic thinking.
- Profound understanding of financial statements.
- Robust financial analysis capabilities.
- Mastery of working capital management.
- Skills in preparing operating budgets.
- Understand proficiency in making sophisticated capital budgeting decisions.
- Astute financial decision-making.
- Effective cost management techniques.
- Learn about a focused approach to value management.

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

MERCURY

Conference Content

Unit 1: Financial Strategy and Corporate Behaviour

- Aligning Corporate Objectives with Financial Strategy.
- Comprehensive Financial Statements Analysis and Interpretation Part 1.
- Risk Management in Company Financing.
- Estimating Cost of Equity and Debt Capital.
- Exploration of Agency Theory.
- Ensuring Robust Corporate Governance.
- Adherence to Financial Statements Regulatory Frameworks.

Unit 2: Financial Strategy and Stages of Corporate Development

- Advanced Financial Analysis Techniques Part 2.
- Strategic development utilizes analytical techniques like the Du Pont analysis.
- Reflections on the Business Life Cycle and its Financial Implications.
- Deliberating Capital Structure and Weighted Average Cost of Capital WACC.
- Crafting an Effective Dividend Policy.
- Maximizing Efficiency in Cash and Working Capital Management.
- Understanding Working Capital Ratios, Z-scores, and Credit Ratings.

Unit 3: Costs and Value Management

- Exploring the Relationship between Cost and Value.
- Strategic Cost Analysis and Control Methods.
- Strategic Approaches to Cost Reduction and Management.
- Dissecting Cost Structure and break-even analysis.
- Exploring New Theories and Practices in Cost and Value Management.
- Application of Value-Based Pricing Techniques.
- Analyzing the Value Chain and its Relevance to Financial Strategy.
- Interfacing Financial Strategy with Integrated Cost/Value Analysis.

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

Unit 4: Budgeting, Planning, and Business Strategy

- Apply strategy models to finance.
- Learn the correlation of business strategy with financial strategy.
- Planning and budgeting model integration.
- Link budgets to business and financial strategy alignment.
- Foster, manage, and delegate budgets effectively.
- Explore the beyond-budgeting concept.

Unit 5: Capital Investment Decisions

- Discounted Cash Flow DCF.
- Learn about the rigorous evaluation of capital investment projects.
- Understand robust comparison of alternative methods of investment appraisal.
- Navigate through the complexities of capital budgeting.

Unit 6: Restructuring, Reorganisations, Mergers, and Acquisitions

- Rationalize the motives behind mergers and acquisitions.
- Learn share valuation models and strategic financing of acquisitions.
- Navigate financial strategy during acquisitions and defense against takeover bids.
- Learn the tactics for business restructuring and reorganizations.