



Strategic Financial Leadership Program

20 – 24 September 2027
Casablanca (Morocco)



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Ref: 15422_307341 **Date:** 20 – 24 September 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

In the Strategic Financial Leadership Program, participants will evaluate the value of strategic choices and gain an in-depth understanding of the relationship between corporate and financial strategy. It empowers individuals with the tools of modern finance to assess investment opportunities thoroughly, craft effective capital structures and capital management strategies, and enhance the value of their organizations.

In the strategic financial leadership summit of knowledge, this program is designed for intense engagement, with a clear focus on financial leadership, its dynamics, and its role in steering organizations toward success. Participants will leave the program with a potent blend of skills and insights that define financial leadership and prepare them for the demand of a financial leadership program at the highest level.

Discovering Financial Leadership:

Financial leadership is a critical aspect of strategic financial management. This program delves into financial leadership, encompassing its definition and the essential financial leadership skills necessary for success. Participants will be exposed to the processes and challenges of a financial leadership development program, including the pursuit of becoming effective prudential financial leaders.

Targeted Groups:

- Financial Analysts.
- Financial Controllers.
- Treasurers.
- Financial Representatives.
- Financial Advisors.
- Financial Managers.
- Managers and Professionals from non-financial areas seek to understand financial Analysis, Planning, and Control.
- Commercial Managers.
- Managers across all managerial levels.
- Individuals aspiring to become Financial Advisors or Certified Financial Planners.
- This strategic financial leadership course is also suitable for all organizational management levels.

Course Objectives:

Participants of the strategic financial leadership program will be equipped to:

- Develop the foundations of strategic financial planning.
- Identify the crucial steps in constructing a robust financial model.
- Conduct thorough analyses of a company's annual report, pinpointing key performance indicators, interpreting the financial narratives, and projecting future performance.
- Craft an Economic Value-Added model to evaluate the organization from the viewpoint of shareholders.
- Gain confidence in discussing financial strategies.
- Understand the role of financial considerations in bolstering organizations' strategic decisions.
- Establish target revenue goals on an annual and per-client basis.
- Enhance the impact of financial closes and reviews.
- Learn how the IMF applies financial programming and other tools for macroeconomic analysis and policy recommendations.
- Discover the best leadership practices throughout history and learn to apply them.
- Articulate an understanding of what strategic financial leadership means in their business.
- Develop strategies for creating a positive work environment that fosters strategic financial leadership and a commitment to continuous improvement in others.
- Formulate a personal and professional vision and communicate it effectively to stakeholders.

Targeted Competencies:

Participants competencies of the strategic financial leadership training will be equipped to:

- Fiscal policy.
- Financial analysis.
- Financial advisory.
- Macroeconomic policy.
- Leadership skills in a financial context.
- Strategic financial leadership.
- Financial leadership development.

Course Content:

Unit 1: Fiscal Policy Overview:

- Develop a comprehensive understanding of economic development, management, politics, and international trends.
- Analyze economic policies and manage complex programs with strong analytical skills.
- Acquire economic developments, policies, international trends, and economic governance knowledge.

Unit 2: Explanation of Financial Analysis:

- In-depth assessment of Business Performance.
- Projection of Financial Requirements.
- Critical Analysis of Investment Decisions.
- Analyzing the Annual Report and Creating Shareholder Value.

Unit 3: Financial Advisory Skills:

- Fundamentals of financial planning.
- Common challenges and pitfalls in financial advisory roles.
- Various paths to success as a financial advisor.
- Skills in risk analysis, insurance, and retirement planning.
- Investment planning, tax planning, and estate planning essentials.
- Begin With the End in Mind.
- Strategies for professional development.
- Methods to forecast revenue.

Unit 4: The Macroeconomist:

- Understand the role of the IMF in the global financial landscape.
- Explore the macroeconomic framework and linkages.
- Learn about financial programming and crafting a baseline scenario.
- Dive into macroeconomic policies and their impact.

Unit 5: Leadership Best Practices:

- Foster a leadership environment as an effective leader.
- Create and implement a leadership communication strategy.
- Managing inner power is a key aspect of leadership control.
- How a Leader Uses Resources More Effectively?
- How a Leader Builds an Innovative Culture?