MERCURY

Understanding Finance to Influence Strategic Decisions Course

31 May - 04 Jun 2027
Johannesburg (South Africa)

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Ref.: 2026_1050500 **Date:** 31 May - 04 Jun 2027 **Location:** Johannesburg (South Africa) **Fees:** 5300 **Euro**

Introduction

In the financial analysis for strategic decision-making course, a good understanding of strategic analysis and decision-making and the links between these and finance enable all managers at every level to make better strategic decisions and achieve improved performance.

This financial analysis for strategic decision-making course has been designed to build on the theoretical framework by developing practical tools and techniques for analyzing and evaluating strategic alternatives and making strategic financial decisions.

Targeted Groups

- General management.
- Estimating, costing, and project management.
- Asset management.
- This financial analysis for strategic decision-making course is for any other monetary, financial, or non-financial professionals who need or wish to understand the financial aspects of the strategic decision-making process.

Course Objectives

At the end of this financial analysis for strategic decision-making course, the participants will be able to:

- Develop strategic thinking.
- Use the strategic management process to develop missions and objectives and carry out strategic analysis and decision-making.
- Forecast financial data using various Excel models.
- Understand the structure of the income statement, balance sheet, and cash flow statement, and analysis of the cash operating cycle for improved financial performance and better management of working capital and cash flow.
- Identify the alternative sources of finance and economic or capital structure, and evaluate the models of optimum capital structure and minimization of the weighted average cost of capital WACC.
- Use the technique of discounted cash flow DCF for capital budgeting and evaluation of capital project investment, using net present value NPV, internal rate of return IRR, equivalent annual cost EAC, and the profitability index PI.
- Use the techniques of uncertainty analysis and risk analysis and develop appropriate risk management tools of insurance and hedging of interest rates and foreign currency exchange rates.
- Understand the influence of financial considerations on an organization's strategic decision-making.
- Improve their self-confidence in dealing with finance and financial professionals.
- Coordinate effectively with other professionals on economic issues.

Targeted Competencies

At the end of this financial analysis for the strategic decision-making course, the target competencies will be able to:

- Strategic planning.
- Interpreting financial statements.
- Risk management.
- Planning and budgeting process.
- Forecasting cash flow.
- Calculating the cost of capital.
- Budgeting.
- Data analyzing.
- Using advanced Excel.

Course Content

Unit 1: Fundamentals of Strategic Planning

- What is strategy?
- Strategic management.
- Strategic analysis:
  - Mission.
  - Objectives.
  - Strategic decision-making.
- The strategic planning process.
- Environmental analysis.
- Resources analysis.
- Strategic choice and strategic decision-making.
- Strategic implementation.
- Corporate objectives and accountability.
- Forecasting financial data.

Unit 2: Fundamentals of Financial Statements

- Financial statements.
- Balance sheet.
- Income statement.
- Alternative asset valuation methods.
- Cash flow statement.
- Standard size or horizontal trend analysis of financial statements.
- Vertical trend analysis of financial statements.
- Segmental analysis of financial statements.
- Value-added analysis of financial statements.
- Understanding the cash flow cycle and the operating cycle.
- Break-even and multiple product break-even analysis.

Unit 3: Capital Structure and Leverage

- Sources of funds.
- Capital cost models.
- Cost of equity.
- Cost of debt.
- Weighted average cost of capital WACC.
- Can we determine a company's optimal capital structure?
- Capital structure models.
- Preparing projections to assess financing needs.

Unit 4: Capital Budgeting

- Future values, present values, and DCF.
- Capital budgeting principles.
- Methods of evaluating capital investment projects.
- Accounting rate of return ARR and payback.
- Net current value NPV versus internal rate of return IRR.
- How do you choose which method to use?
- Equivalent annual cost EAC method.
- Capital budgeting methods.
- Capital asset pricing model CAPM versus arbitrage pricing theory APT.
- Does it make a difference whether we lease or buy?

Unit 5: Managing Financial Risks

- The value of perfect information VOPI.
- Types of risk.
- Risk management principles.
- Talking to your bankers about managing risk.
- How do you develop the tools for your company?
- How to minimize risk?
- Insurance and hedging.
- Interest rate and foreign currency exchange rate risk.

Aligning Financial Analysis and Strategic Decision-Making

Financial management and decision-making are at the heart of any successful strategic plan.

This section of the financial analysis for strategic decision-making course delves into the critical role of economic and financial analysis in decision-making, emphasizing how financial forecasting and decision-making principles can enhance an organization's strategic orientation.

Participants in the financial analysis for strategic decision-making course will learn what financial decision-making entails and explore tools and methodologies of financial accounting for decision-making.

By understanding these concepts, participants in the financial analysis for strategic decision-making course will be skilled in making intelligent financial decisions that align with their company's strategic goals.

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