ATTRACTIVE LEADERSHIP IN FINANCIAL MANAGEMENT



GENTEX®
TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Introduction

Attractive Leadership in Financial Management Training Course develops the leadership capability that finance professionals need to influence decisions and build credibility. Technical accuracy alone rarely moves an organisation; the finance leader who explains, persuades, and coaches also shapes what gets decided. This course builds that influence deliberately. It covers leadership styles, financial storytelling, and stakeholder engagement. Furthermore, it applies communication frameworks, negotiation techniques, coaching practice, and decision influence methods. In addition, it develops team development, ethical leadership, and change guidance. As a result, participants lead finance functions that people trust and seek out.

Attractive Leadership in Financial Management Course Objectives

- Identify leadership styles and select them appropriately in financial settings.
- Communicate financial information clearly to non-financial audiences.
- Build financial narratives that support decisions.
- Influence decision-makers using evidence and structured persuasion.
- Apply negotiation techniques in budget, funding, and resource discussions.
- Coach and develop finance team members effectively.
- Build trust through transparency, integrity, and consistent conduct.
- Lead finance teams through change and transformation.
- Manage stakeholder relationships across the organisation.
- Apply ethical standards and professional responsibility in financial leadership.

Course Methodology

- Interactive lectures with leadership and financial management cases.

GENTEX® TRAINING CENTER

- Financial storytelling and presentation workshops.
- Negotiation and influence simulation exercises.
- Coaching and feedback practice sessions.
- Structured peer review with facilitator feedback on leadership development plans.

Who Should Take This Course

- Finance managers and finance directors.
- Financial controllers and heads of accounting.
- Treasury, budgeting, and planning leaders.
- Finance business partners.
- Senior accountants moving into leadership roles.
- Professionals leading finance teams or functions.

Attractive Leadership in Financial Management Course Outlines

Day 1: Leadership Foundations in Finance

- Leadership versus management in financial contexts.
- Leadership styles and situational application.
- The finance leader's role in organisational performance.
- Emotional intelligence and self-awareness.
- Building personal credibility and professional presence.
- Common leadership challenges in finance functions.
- Case study: assessing a finance leader's approach and impact.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Day 2: Communicating Financial Information

- Understanding non-financial audiences and their needs.
- Simplifying technical information without losing accuracy.
- Financial storytelling: context, finding, implication, action.
- Chart selection and visual clarity in financial reporting.
- Presenting to boards, executives, and operational teams.
- Handling difficult questions and challenge.
- Workshop: presenting a financial result to a non-financial audience.

Day 3: Influence, Negotiation, and Decision Support

- Influence strategies and stakeholder mapping.
- Building a business case that persuades.
- Negotiation preparation and interest-based approaches.
- Managing conflict in budget and resource discussions.
- Framing financial trade-offs clearly.
- Supporting decisions with scenario and sensitivity evidence.
- Workshop: negotiating a budget allocation under pressure.

Day 4: Team Development and Coaching

- Building and structuring an effective finance team.
- Delegation, empowerment, and accountability.
- Coaching conversations and development planning.
- Giving and receiving constructive feedback.
- Managing performance and addressing underperformance.

- Succession planning and talent development.
- Workshop: conducting a coaching conversation.

Day 5: Change Leadership and Ethical Stewardship

- Leading finance transformation and process change.
- Managing resistance and building commitment.
- Ethical leadership and professional responsibility.
- Transparency, disclosure, and trust building.
- Stakeholder engagement and reputation management.
- Personal leadership development planning.
- Course review, assessment, and action planning.

Conclusion

By successfully completing Attractive Leadership in Financial Management, participants will gain a thorough understanding of leadership foundations in finance, financial communication, influence and negotiation, team development and coaching, and change leadership and ethical stewardship. They will also acquire practical skills in financial leadership and situational style application, financial communication and storytelling, influence, negotiation and decision support, and team development, coaching and change leadership. In addition, the course prepares them to lead finance functions that shape decisions and earn trust. Gentex Training Center delivers this programme with a strong focus on applied leadership practice and ethical professional conduct.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

FAQs for Attractive Leadership in Financial Management course

Q1 What is the "Attractive Leadership in Financial Management" course about?

It is a five-day programme on leading finance functions with credibility and influence. It covers leadership styles, financial communication and storytelling, influence and negotiation, decision support, team development and coaching, change leadership, and ethical stewardship.

Q2 What are the key benefits of the "Attractive Leadership in Financial Management" course?

Participants become finance leaders people listen to rather than report producers. The course improves financial communication to boards and operational teams, sharpens persuasion and negotiation in budget discussions, strengthens decision support, raises team capability through coaching, builds trust through transparency, and improves change delivery.

Q3 What skills will I gain from the "Attractive Leadership in Financial Management" course?

Participants gain financial leadership and situational style application, financial communication and storytelling, influence, negotiation and decision support, and team development, coaching and change leadership. These four skills cover the practical core of finance leadership.

GENTEX® TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q4 What tools, methods, or standards are covered in the "Attractive Leadership in Financial Management" course?

The course covers leadership versus management distinctions, situational leadership styles, emotional intelligence and self-awareness assessment, credibility building, stakeholder mapping and influence strategies, audience analysis for non-financial readers, simplification techniques, the financial storytelling structure of context, finding, implication and action, chart selection and visual clarity, presentation practice for boards and executives, question handling under challenge, business case construction, interest-based negotiation, conflict management in budget discussions, financial trade-off framing, scenario and sensitivity evidence for decisions, finance team structuring, delegation and accountability models, coaching conversation frameworks, development planning, constructive feedback techniques, performance management, succession planning, finance transformation leadership, resistance management, ethical leadership standards, transparency and disclosure practice, stakeholder engagement, and reputation management.

Q5 How is the "Attractive Leadership in Financial Management" course applied in real-world practice?

Participants apply the methods to their own leadership responsibilities. They assess their leadership style and adjust it situationally, prepare and deliver financial presentations to boards and operational teams, build business cases with clear framing, negotiate budget and resource allocations, hold coaching conversations with team members, run development planning, lead process changes, and set transparency standards for financial communication. Many leave with a presentation structure, a business case template, and a personal leadership development plan ready to use.

GENTEX® TRAINING CENTER