FINANCIAL STRATEGY



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TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
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Introduction

Financial Strategy Training Course equips finance leaders and senior managers to connect capital decisions with long-term corporate direction. Participants learn how to set financial policy, allocate capital and measure value creation across the organisation. The programme covers capital structure, cost of capital, funding options and cash flow planning, then applies these tools to live business cases. Furthermore, it links financial strategy to risk, governance and shareholder expectations, so proposals stand up to board scrutiny. As a result, delegates can build a financial roadmap that supports growth, protects liquidity and improves returns. Gentex Training Center delivers the programme through practical workshops and board-level case discussions.

Financial Strategy Course Objectives

- Translate corporate goals into a clear financial strategy and funding plan.
- Analyse financial statements using ratio analysis, DuPont decomposition and trend review.
- Measure value creation with economic value added, return on invested capital and free cash flow.
- Optimise capital structure and calculate the weighted average cost of capital.
- Compare funding options including debt, equity, leasing, sukuk and project finance.
- Apply capital budgeting tools such as NPV, IRR and real options analysis.
- Design dividend and share buyback policies that match shareholder expectations.
- Build cash flow forecasts, liquidity buffers and working capital strategies.
- Manage financial risk using hedging, interest rate and currency instruments.
- Evaluate mergers, acquisitions and divestments with valuation and synergy analysis.

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Course Methodology

The course combines concise lectures with case-based workshops, board scenario simulations and group debate. Participants analyse real financial statements, build capital structure models and defend strategic recommendations in review sessions. In addition, structured feedback and peer challenge sharpen each decision, and every day closes with a practical exercise drawn from corporate practice.

Who Should Take This Course

- Finance directors, controllers and senior finance managers.
- Chief financial officers and executives responsible for capital decisions.
- Treasury, corporate finance and investment professionals.
- Strategy, planning and business development managers.
- Board members, audit committee members and advisers.
- Senior accountants preparing for broader financial leadership roles.

Financial Strategy Course Outlines

Day 1: Financial Strategy Foundations and Value Creation

- Linking corporate strategy to financial policy and shareholder value.
- Ratio analysis: profitability, liquidity, efficiency and gearing.
- DuPont analysis and return on invested capital decomposition.
- Economic value added and cash flow return on investment.
- Free cash flow drivers and sustainable growth rate.

- Setting financial objectives, targets and key performance indicators.
- Workshop: diagnosing a company's financial position from its annual report.

Day 2: Capital Structure and Cost of Capital

- Debt versus equity trade-offs and the capital structure decision.
- Cost of debt, cost of equity and the capital asset pricing model.
- Weighted average cost of capital and marginal cost of capital.
- Optimal gearing, credit ratings and debt capacity.
- Funding instruments: bank facilities, bonds, sukuk, leasing and project finance.
- Working capital policy and cash conversion cycle management.
- Workshop: building a capital structure model and testing gearing scenarios.

Day 3: Capital Allocation and Investment Decisions

- Capital budgeting process from proposal to board approval.
- Discounted cash flow valuation using NPV, IRR and payback period.
- Risk-adjusted discount rates and scenario-based appraisal.
- Real options analysis for staged and deferrable projects.
- Portfolio prioritisation under capital rationing.
- Post-investment review and capital allocation discipline.
- Workshop: appraising competing investment proposals and ranking them.

Day 4: Financial Risk, Treasury and Governance

- Identifying financial risks: market, credit, liquidity and operational.
- Interest rate and currency exposure management and hedging instruments.
- Liquidity planning, covenant management and refinancing risk.

- Enterprise risk management frameworks such as COSO.
- Dividend policy, share buybacks and investor communication.
- Governance, internal control and board reporting standards.
- Workshop: designing a treasury and hedging policy for a multi-currency firm.

Day 5: Growth Strategy, M&A and Financial Communication

- Growth options: organic expansion, partnerships and acquisitions.
- Valuation approaches for mergers and acquisitions.
- Synergy analysis, due diligence and deal structuring.
- Divestment, restructuring and turnaround financial decisions.
- Communicating financial strategy to boards, lenders and investors.
- Building a multi-year financial roadmap and funding plan.
- Workshop: presenting a full financial strategy recommendation to a review panel.

Conclusion

By successfully completing Financial Strategy Training Course, participants will have acquired the knowledge to connect financial policy with corporate direction and long-term value creation. They will understand capital structure, cost of capital, capital allocation, financial risk and growth financing, and they will know how to present a credible financial roadmap. As a result, delegates contribute directly to stronger board decisions. Gentex Training Center designs the programme around current corporate finance practice.

FAQs for the Financial Strategy course

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Q1 What is the "Financial Strategy" course about?

It teaches how to set and execute financial policy at corporate level. You learn capital structure, cost of capital, capital allocation, risk management and growth financing, then apply these tools to real board-level decisions.

Q2 What are the key benefits of the "Financial Strategy" course?

You gain the ability to link finance to corporate direction and defend funding decisions with evidence. You also improve capital allocation, strengthen liquidity and risk management, and communicate financial plans credibly to boards and investors.

Q3 What skills will I gain from the "Financial Strategy" course?

You will gain financial strategy formulation, corporate valuation and capital allocation, capital structure and cost of capital management, and financial risk and treasury management.

Q4 What tools, methods, or standards are covered in the "Financial Strategy" course?

The course covers ratio and DuPont analysis, economic value added, return on invested capital, weighted average cost of capital, the capital asset pricing model, NPV and IRR appraisal, real options analysis, hedging instruments, and the COSO enterprise risk management framework.

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Q5 How is the "Financial Strategy" course applied in real-world practice?

Graduates apply it to set capital structure targets, approve or reject investment proposals, design dividend and buyback policies, structure funding for expansion, manage currency and interest rate exposure, and prepare financial plans for board and lender review.