STRATEGIC FINANCIAL MANAGEMENT



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TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
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Introduction

Strategic Financial Management Training Course develops the financial decision-making capability that senior finance professionals and business leaders need. Participants learn how financial strategy connects to corporate objectives, and how capital, investment and distribution decisions create or destroy value. The programme covers capital structure, cost of capital, investment appraisal, dividend and buyback policy, valuation and financial risk management. Furthermore, it addresses cash and liquidity strategy, financing options and stakeholder communication. As a result, delegates can set financial strategy and defend it with analysis. Gentex Training Center delivers the programme through modelling workshops and applied corporate case work.

Strategic Financial Management Course Objectives

- Align financial strategy with corporate objectives and shareholder value.
- Calculate and apply weighted average cost of capital.
- Evaluate capital structure and optimal gearing decisions.
- Appraise investment using NPV, IRR, MIRR and profitability index.
- Apply capital rationing and portfolio prioritisation techniques.
- Assess dividend policy, share buybacks and distribution decisions.
- Value businesses using discounted cash flow and market multiples.
- Apply financial risk management to interest, currency and liquidity exposure.
- Evaluate financing options across debt, equity and hybrid instruments.
- Communicate financial strategy and performance to boards and investors.

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Course Methodology

The course combines technical briefings with hands-on modelling workshops and applied corporate case studies. Participants build a valuation model, assess capital structure alternatives and prepare a financial strategy paper. In addition, structured peer review and board simulation sharpen judgement, and each day closes with an applied task.

Who Should Take This Course

- Finance directors, controllers and senior finance managers.
- Corporate finance and treasury professionals.
- Investment analysts and financial advisory staff.
- Business unit and divisional finance leads.
- Consultants, bankers and advisers on corporate transactions.
- Senior managers moving into financial leadership roles.

Strategic Financial Management Course Outlines

Day 1: Financial Strategy and Value Creation

- Financial strategy in the corporate context.
- Shareholder value, stakeholder value and sustainable growth.
- Financial objectives, targets and key financial ratios.
- Sustainable growth rate and its implications.
- Value drivers and the levers that move them.
- Financial policy frameworks and governance.
- Workshop: framing a financial strategy for a sample company.

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Day 2: Cost of Capital and Capital Structure

- Cost of equity using the capital asset pricing model.
- Cost of debt, tax shield and credit spreads.
- Weighted average cost of capital calculation.
- Traditional and Modigliani-Miller views on capital structure.
- Optimal gearing, financial distress and agency considerations.
- Debt capacity and covenant constraints.
- Workshop: calculating cost of capital and testing gearing alternatives.

Day 3: Investment Appraisal and Capital Allocation

- Investment appraisal: NPV, IRR, MIRR, payback and profitability index.
- Relevant cash flows, taxation and inflation treatment.
- Risk-adjusted discount rates and certainty equivalents.
- Real options: deferral, expansion and abandonment.
- Capital rationing and portfolio prioritisation.
- Post-investment review and benefits realisation.
- Workshop: appraising a capital programme under constraints.

Day 4: Valuation, Distributions and Financing Decisions

- Business valuation: discounted cash flow and market multiples.
- Free cash flow to firm and free cash flow to equity.
- Dividend policy and the theories behind it.
- Share buybacks, special dividends and capital reduction.
- Financing options: debt, equity, convertibles and hybrids.

- Lease versus buy and off-balance sheet considerations.
- Workshop: valuing a business and testing distribution alternatives.

Day 5: Financial Risk, Liquidity and Stakeholder Communication

- Interest rate risk and hedging instruments.
- Currency exposure and hedging policy.
- Liquidity, cash management and funding contingency.
- Credit risk, counterparty limits and covenant monitoring.
- Investor relations, disclosure and analyst communication.
- Board reporting, financial strategy papers and review cycles.
- Workshop: presenting a financial strategy to a board panel.

Conclusion

By successfully completing Strategic Financial Management Training Course, participants will have acquired the knowledge to set financial strategy, allocate capital and manage financial risk with confidence. They will understand cost of capital, capital structure, investment appraisal, valuation, distribution policy and financial risk management, and they will know how to communicate strategy to boards and investors. As a result, delegates improve capital efficiency and value creation. Gentex Training Center builds the programme around current corporate finance practice.

FAQs for the Strategic Financial Management course

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Q1 What is the "Strategic Financial Management" course about?

It covers the financial decisions that shape corporate value. You learn capital structure, cost of capital and WACC, investment appraisal, capital rationing, valuation, dividend and buyback policy, and financial risk and liquidity management.

Q2 What are the key benefits of the "Strategic Financial Management" course?

You gain a framework for linking financing, investment and distribution decisions to value. You also improve capital allocation discipline, set gearing with evidence, value businesses credibly, manage interest, currency and liquidity risk, and present a financial strategy boards can approve.

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

You will gain financial strategy and value creation analysis, cost of capital and capital structure evaluation, investment appraisal and capital allocation, and business valuation, distribution policy and financial risk management.

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

The course covers shareholder value and sustainable growth rate analysis, the capital asset pricing model and cost of equity, cost of debt with tax shield and credit spread adjustment, weighted average cost of capital calculation, traditional and Modigliani-Miller capital structure theory, gearing and financial distress analysis, debt capacity and covenant constraints, NPV, IRR, MIRR, payback and profitability index appraisal, risk-adjusted discount rates and certainty equivalents, real options analysis, capital rationing, discounted cash flow and market multiple valuation, free cash flow to firm and to equity, dividend policy theories, share buybacks and capital reduction, convertible and hybrid financing, lease versus buy analysis, interest rate and currency hedging, liquidity and funding contingency planning, and investor relations and disclosure practice.

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

Graduates apply it to set and review financial policy, calculate cost of capital for investment decisions, assess gearing and refinancing options, appraise capital programmes and ration scarce capital, value businesses for acquisition or disposal, recommend dividend and buyback actions, manage interest and currency exposure, plan liquidity and funding contingency, and prepare financial strategy papers for boards and investors.