TRINOVA TRAINING AND CONSULTING

Introduction

This seminar on mastering leadership and financial skills brings together two of the most essential dimensions of financial management: developing a deep understanding of finance to influence strategic decision-making, and applying financial analysis, planning, and control to improve business performance.

Intended Audience

This program is particularly designed for:

- Financial analysts
- Financial controllers
- Accountants
- Treasurers
- Corporate planning professionals
- Business development professionals
- Middle and junior management professionals seeking career advancement

Learning Objectives

By the end of this program, participants will be able to:

- Develop the ability to think strategically, manage effectively, and plan for the future
- Recognize the role of financial management in shaping strategic decisions
- Apply financial tools and techniques for planning and control
- Enhance organizational performance through the use of financial and economic analysis
- Formulate and develop sound business strategies
- Understand the contribution of financial management to strategic growth and development
- Expand their knowledge of financial principles and practices
- Manage the financial dimensions of their roles more effectively to achieve higher performance outcomes
- Build greater confidence when dealing with financial and economic issues, as well as when engaging with financial professionals

- Understand how financial decisions affect departments, business units, and entire organizations
- Select the most suitable financial tools and techniques to analyze investment, operational, and financing decisions
- Define the exact nature and scope of business challenges requiring analysis
- Provide accurate preliminary estimates for the likely outcomes of decisions
- Recognize the significance of cash flow as distinct from accounting profit in financial and economic analysis

Key Competencies Developed

Participants will strengthen their skills in:

- Strategic planning and strategic thinking
- Analysis and interpretation of financial statements
- Budgeting and financial control
- Risk management in finance
- Business performance management
- Financial and economic decision-making
- Investment evaluation and decision-making

Course Content

Unit One: Fundamentals of Strategic Planning

- Understanding strategy and strategic management
- Conducting strategic analysis
- Mission, vision, and objectives
- The strategic planning process
- Environmental and resource analysis
- Making and implementing strategic choices
- Corporate objectives and accountability
- Forecasting and interpreting financial data

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Unit Two: Fundamentals of Financial Statements

- Understanding financial statements
- Balance sheet and income statement
- Alternative approaches to valuing assets
- Statement of cash flows
- Horizontal and vertical trend analysis
- Segmental and value-added analysis of financial statements
- The cash flow and operating cycles
- Break-even and multiple product break-even analysis

Unit Three: Capital Structure and Leverage

- Sources of corporate financing
- Models for determining capital cost
- Cost of equity and cost of debt
- Weighted average cost of capital
- Assessing the optimal capital structure for a company
- Capital structure modeling
- Preparing financial projections for funding requirements

Unit Four: Capital Budgeting

- Principles of time value of money and discounted cash flow
- Core concepts of capital budgeting
- Evaluation methods for investment projects
- Accounting rate of return and payback period
- Comparing net present value and internal rate of return
- Selecting the appropriate investment evaluation method
- The equivalent annual cost method
- Advanced capital budgeting approaches
- The capital asset pricing model and arbitrage pricing theory
- Decision-making in lease versus purchase scenarios

Unit Five: Managing Financial Risks

- The value of complete information
- Categories of financial risk

- Principles of risk management
- Engaging with financial institutions about risk
- Developing internal risk management tools
- Techniques for minimizing exposure
- Insurance and financial hedging strategies
- Managing risks related to interest rates and foreign exchange

Unit Six: The Challenge of Financial and Economic Decision-Making

- Practical application of financial-economic analysis
- Corporate value creation and shareholder value
- A dynamic view of business performance
- Benchmarking and competitor analysis
- The agency problem and corporate governance
- Identifying and using relevant financial data
- Understanding the role of financial statements in decision-making

Unit Seven: Assessing Business Performance

- Financial ratio analysis and performance measurement
- Perspectives of management, owners, and lenders
- Ratio systems and pyramids of ratios
- Comprehensive analysis using the Dupont system
- Measuring performance through Economic Value Added
- Identifying signs of potential financial distress

Unit Eight: Projecting Financial Requirements

- The interrelationship of financial projections
- Developing operating budgets
- Standard costing and variance analysis
- Preparing cash forecasts and budgets
- Conducting sensitivity analysis
- Understanding business growth dynamics
- The role of operating leverage in performance
- Designing financial growth strategies
- Applying financial modeling

Unit Nine: Analyzing Investment Decisions

- Using time-adjusted financial measures
- Applying net present value and internal rate of return
- A strategic approach to investment analysis
- Integrating Economic Value Added with net present value
- Refinements in investment analysis methods
- Equivalent annual cost and modified internal rate of return
- Advanced tools such as scenario modeling, simulation, and break-even analysis
- Managing investment risks under changing circumstances

Unit Ten: Valuation and Business Performance

- Managing and maximizing shareholder value
- Historical evolution of value-based management approaches
- Creating value in restructuring and corporate combinations
- Financial strategies in mergers and acquisitions
- Approaches to valuing businesses
- Strategies for restructuring and organizational change
- Management buyouts and management buy-ins

Enhancing Leadership and Team Management in the Accounting Profession

By integrating principles of leadership and team management into financial training, this program equips professionals with the skills to lead accounting teams with confidence. Effective leadership in the accounting field requires not only managing financial data but also guiding teams toward strategic success within complex financial environments.

Participants will learn to align accounting leadership with broader strategic goals, ensuring they develop both technical financial expertise and strong people management capabilities. Upon completing this program, attendees will gain a solid foundation in financial accounting and financial analysis, enabling them to lead effectively within their organizations.

For professionals seeking formal recognition, obtaining a certificate in financial accounting can serve as a career-defining achievement. The value of this finance program lies in its ability to shape decision-makers who master both financial strategy and leadership—ultimately achieving excellence in finance and organizational leadership.