



# Financial Principles and Tools for Strategic Decision-Making

PIK755-0226 TRK-IST-1



<b>Place</b>	: Istanbul	<b>Venue</b>	: Levni Hotel (Hoca Pa?a, Mahallesi, Ankara Cd. No:12, 34110 Fatih/?stanbul, TURKEY) - TBC		
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**If you can't train them,  
you can't blame them!**

### Short Description:

**COURSE OVERVIEW** The training program designed for executives offers an in-depth understanding of essential financial principles and tools critical for effective strategic decision-making. Participants are equipped with the knowledge needed to interpret financial information, enabling them to leverage these insights to foster business growth. This comprehensive approach not only enhances their understanding of financial metrics but also emphasises the importance of aligning financial strategies with organizational objectives. Moreover, the program focuses on developing practical skills in financial analysis and planning. By providing executives with the tools necessary for informed decision-making, it ensures they can navigate complex financial landscapes with confidence. Ultimately, this training empowers leaders to make strategic choices that support long-term business success, thereby driving the organisation toward achieving its goals and objectives.

### Course Overview:

#### COURSE OBJECTIVES

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

- Interpret financial statements to aid in decision-making.
- Evaluate various investment opportunities.
- Assess capital allocation to enhance business growth.
- Utilise financial analysis for strategic business decisions.
- Manage financial risks effectively within the organisation.
- Optimise financial performance through informed strategic planning.
- Support overall business objectives with sound financial practices.

#### TARGET AUDIENCE

- Executives.
- Senior Managers.
- Business Owners.
- Corporate Decision-Makers.
- Professionals transitioning into executive roles.
- Individuals seeking leadership development.
- Stakeholders involved in strategic planning.

### Program Outline:

#### DAY 1: Financial Statement Analysis for Executives

1. Introduction to financial statements (income statement, balance sheet, cash flow statement).
2. Assessing the financial performance and overall health of an organisation.

3. Important financial ratios and their significance in executive decision-making.
4. Analysis of cash flow and management of liquidity.
5. Executive-level understanding and interpretation of financial information.

## **DAY 2: Capital Allocation and Investment Decisions**

1. Fundamentals of capital budgeting and investment assessment.
2. Recognising and evaluating investment prospects.
3. Methods for analysing risk and return.
4. Financial strategies for effective capital distribution.
5. Strategic decision-making in investments.

## **DAY 3: Financial Analysis for Strategic Planning**

1. Employing financial analysis to enhance business strategy.
2. Analysing profitability and managing costs.
3. Utilising financial information to gain a competitive edge.
4. Harmonising financial objectives with corporate strategy.
5. Instruments for financial decision-making at the executive level.

## **DAY 4: Risk Management for Executives**

1. Recognising and addressing financial risks.
2. Techniques for hedging and minimizing risk.
3. Comprehending the effects of market risks on business outcomes.
4. Managing risks related to currency, interest rates, and liquidity.
5. Establishing a framework for risk management.

## **DAY 5: Strategic Financial Performance Management**

1. Techniques for measuring and managing performance.
2. Essential performance indicators (KPIs) for executives.
3. Connecting financial performance with business objectives.
4. Planning and forecasting for strategic expansion.
5. Approaches to enhance financial performance.