

# € TRAINING

Financial Strategies for Value Creation



22 - 26 July 2024  
Casablanca (Morocco)  
New Hotel



# Financial Strategies for Value Creation

REF: F1930 DATE: 22 - 26 July 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This course is designed for professionals who are looking to understand the financial strategies that can drive value creation for their organization. The course will cover key financial concepts and tools, including financial analysis, valuation, financial modeling, and performance measurement.

## Course Objectives:

At the end of this course, the participants will learn about:

- Understand the financial drivers of value creation
- Learn how to analyze and interpret financial statements
- Understand how to use financial analysis and valuation to identify and evaluate investment opportunities
- Learn how to use financial modeling to create and test financial strategies
- Understand how to measure and track performance against financial goals

## Targeted Audience:

- Financial professionals, executives, managers, and other business professionals who want to improve their financial knowledge and skills.

## Outlines:

### Unit 1: Introduction to Value Creation and Financial Analysis

- Introduction to the concept of value creation and its role in business
- Understanding financial statements income statement, balance sheet, cash flow statement
- Key financial ratios and how to use them to analyze a company's financial health
- Understanding the financial drivers of value creation
- Financial analysis and interpretation of financial statements

### Unit 2: Valuation and Investment Analysis

- Understanding the different methods of valuation e.g., DCF, multiples
- Identifying and evaluating investment opportunities
- Measuring risk and return in investment decisions
- Capital budgeting and investment decision-making
- Real options analysis and strategic investments

### Unit 3: Financial Modeling and Scenario Analysis

- Introduction to financial modeling and its use in creating and testing financial strategies
- Building and validating financial models
- Scenario analysis and sensitivity testing

- Monte Carlo simulations and risk management
- Decision analysis and expected value calculations

#### Unit 4: Performance Measurement and Management

- Introduction to performance measurement and management
- Key performance indicators KPIs and balanced scorecards
- Performance measurement and management in practice
- Setting and achieving financial goals
- Review of key concepts and case studies

#### Unit 5: Final Review and Assessment

- Review of key concepts and course wrap-up
- Q&A session
- Group discussion
- Role-playing exercises