



# **STRATEGIC FINANCIAL LEADERSHIP FOR C-SUITE EXECUTIVES TRAINING COURSE**

**07 - 11 DEC 2026**

**BARCELONA**

**5900 € (PER PERSON)**

**REF: #CS6290\_20961**



## **Course Introduction / Overview:**

This advanced training course is designed to elevate the financial acumen and strategic decision-making capabilities of C-suite executives and senior leaders. In today's volatile global economy, the ability to integrate financial strategy with corporate objectives is paramount for sustainable growth and competitive advantage. This program moves beyond traditional financial management to explore the sophisticated frameworks that drive value creation, capital allocation, and enterprise risk management at the highest organizational levels. Drawing on principles articulated by leading financial thinkers like Aswath Damodaran in works such as "The Little Book of Valuation," participants will learn to navigate complex financial landscapes, from orchestrating successful mergers and acquisitions to championing sustainable finance initiatives. BIG BEN Training Center has meticulously crafted this curriculum to empower leaders with the foresight to anticipate market shifts, the confidence to make high-stakes financial decisions, and the skill to communicate financial strategy effectively to boards, investors, and other key stakeholders, ensuring long-term organizational resilience and prosperity.

## **Target Audience / This training course is suitable for:**

- Chief Executive Officers (CEOs).
- Chief Financial Officers (CFOs).
- Chief Operating Officers (COOs).
- Board Members and Directors.
- Vice Presidents and Senior Vice Presidents of Finance.
- Heads of Strategic Planning and Corporate Development.
- General Managers and Business Unit Leaders.
- Aspiring C-suite executives and senior leadership talent.

## **Target Sectors and Industries:**

- Banking and Financial Services.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Energy, Oil, and Gas.
- Retail and Consumer Goods.
- Real Estate and Construction.
- Governmental agencies and public sector organizations.



## Target Organizations Departments:

- Executive Leadership and C-Suite Offices.
- Finance and Accounting.
- Corporate Strategy and Development.
- Treasury and Capital Management.
- Investor Relations.
- Risk Management and Compliance.
- Operations Management.
- Internal Audit.

## Course Offerings:

By the end of this course, the participants will have able to:

- Align financial strategy with overarching corporate goals to maximize shareholder value.
- Master advanced capital budgeting and investment appraisal techniques for complex projects.
- Lead the financial due diligence and strategic integration process for mergers and acquisitions.
- Develop and implement a robust enterprise risk management (ERM) framework.
- Optimize the firm's capital structure and dividend policy to support long-term growth.
- Effectively communicate financial performance and strategic vision to the board and investors.
- Integrate Environmental, Social, and Governance (ESG) criteria into financial decision-making.
- Leverage financial technology and digital transformation to enhance financial operations.



## Course Methodology:

The training methodology at BIG BEN Training Center is designed for senior executives, emphasizing experiential learning and strategic application over passive instruction. This immersive five-day program utilizes a blend of expert-led presentations, interactive C-suite-level discussions, and intensive case study analysis of real-world business challenges. Participants will engage in strategic financial simulations that require them to make critical decisions under pressure and analyze the outcomes. Peer-to-peer learning is a cornerstone of the course, with structured forums for sharing insights and experiences with a network of fellow senior leaders. Our facilitators are seasoned experts who guide participants through complex topics, providing personalized feedback and fostering a collaborative environment. The approach is practical and results-oriented, ensuring that executives leave not just with new knowledge, but with actionable strategies and frameworks they can immediately implement to drive financial performance and strategic value within their organizations.

## Course Agenda (Course Units):

### Unit One: The Strategic Role of the C-Suite in Financial Management

- The evolution of the strategic CFO and the financial responsibilities of the C-suite.
- Frameworks for aligning financial strategy with corporate vision and objectives.
- Advanced financial statement analysis for strategic insights.
- Driving performance through key financial metrics and non-financial KPIs.
- The principles of value-based management and economic value added (EVA).
- Managing for and communicating with shareholders and stakeholders.
- Ethical leadership and corporate governance in financial decision-making.

### Unit Two: Advanced Capital Allocation and Investment Strategy

- Sophisticated capital budgeting techniques beyond NPV and IRR.
- Evaluating strategic investments using real options analysis.
- Managing a portfolio of strategic projects and initiatives.
- Financial modeling for strategic planning and forecasting.
- Assessing and managing the cost of capital in a dynamic environment.
- Post-investment audits and performance measurement.
- Strategic capital allocation across business units.



### **Unit Three: Corporate Valuation, Mergers, and Acquisitions**

- Advanced corporate valuation models (DCF, multiples, asset-based).
- Identifying and evaluating potential M&A targets for strategic fit.
- Structuring deals and navigating the negotiation process.
- The critical role of financial due diligence in mitigating risk.
- Strategies for successful post-merger integration and synergy realization.
- Alternatives to M&A such as joint ventures and strategic alliances.
- Defensive tactics against hostile takeovers.

### **Unit Four: Enterprise Risk Management and Corporate Governance**

- Developing a comprehensive enterprise risk management (ERM) framework.
- Identifying, measuring, and mitigating financial risks (market, credit, operational).
- The role of derivatives and hedging in strategic risk management.
- Ensuring financial compliance and navigating the regulatory landscape.
- The board's role in financial oversight and risk governance.
- Designing effective internal controls and fraud prevention mechanisms.
- Crisis management from a financial and reputational perspective.

### **Unit Five: The Future of Finance: Digitalization, ESG, and Investor Relations**

- The impact of FinTech and digital transformation on corporate finance.
- Integrating Environmental, Social, and Governance (ESG) factors into financial strategy.
- The rise of sustainable finance and impact investing.
- Crafting a compelling narrative for investor relations.
- Managing earnings expectations and analyst communications.
- Strategies for international financial management and managing currency risk.
- The C-suite's role in leading financial innovation and change.

## **FAQ:**

### **Qualifications required for registering to this course?**

There are no requirements.



## **How long is each daily session, and what is the total number of training hours for the course?**

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## **Something to think about:**

In an era of unprecedented technological disruption and shifting stakeholder priorities, how can C-suite executives balance the traditional mandate of maximizing shareholder value with the growing demands for sustainable and ethical corporate conduct?

## **What unique qualities does this course offer compared to other courses?**

This course distinguishes itself by moving beyond the technical aspects of finance to focus exclusively on the strategic financial leadership challenges faced by the C-suite. Unlike general finance programs, every module is framed from the perspective of a senior executive responsible for the entire enterprise. The curriculum is uniquely forward-looking, dedicating significant time to contemporary issues such as digital finance transformation and the integration of ESG criteria into core financial strategy, topics often treated as peripheral in other courses. Furthermore, the methodology emphasizes peer-level interaction and strategic simulation, creating a powerful learning environment where executives can debate and solve complex, real-world problems with a network of equals. The focus is not on memorizing formulas but on developing the strategic judgment and financial foresight required to navigate uncertainty, drive sustainable value creation, and lead the organization with financial integrity and a clear, compelling vision for the future.