Advanced Financial Strategy and Value Creation for CFOs Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS9026_293258

Course Introduction / Overview:

The role of the Chief Financial Officer has evolved dramatically from a traditional accountant to a strategic partner at the heart of corporate decision-making. This advanced course is meticulously designed to equip senior financial leaders with the sophisticated skills required to navigate this complex landscape, drive sustainable growth, and create lasting shareholder value. We delve into the core principles of modern corporate finance, moving beyond theory to practical application. Drawing on the foundational work of experts like Aswath Damodaran in valuation and corporate finance, participants will explore how to link financial strategy directly to corporate objectives. The curriculum covers critical areas such as capital allocation, mergers and acquisitions, and advanced risk management. This program, offered by BIG BEN Training Center, is inspired by the practical wisdom found in seminal texts like "Valuation: Measuring and Managing the Value of Companies," ensuring that every module is grounded in proven methodologies. Participants will leave not just with enhanced technical knowledge, but with the strategic foresight and leadership acumen to steer their organizations toward a prosperous and resilient future, mastering the art and science of value creation in a dynamic global economy.

Target Audience / This training course is suitable for:

- Chief Financial Officers (CFOs).
- Aspiring CFOs and Vice Presidents of Finance.
- Finance Directors and Senior Finance Managers.
- Heads of Treasury and Corporate Finance.
- Corporate Controllers and Chief Accountants.
- Heads of Strategic Planning and Corporate Development.
- Investment and Portfolio Managers.
- Financial consultants and advisors.

Target Sectors and Industries:

- Banking and Financial Services.
- Technology and Telecommunications.
- Manufacturing and Engineering.
- Oil, Gas, and Energy.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Real Estate and Construction.
- Governmental and Public Sector Organizations.

Target Organizations Departments:

- Finance and Accounting.
- Treasury.
- Strategic Planning.
- Corporate Development (Mergers and Acquisitions).
- Investor Relations.
- Internal Audit and Compliance.
- Risk Management.

Course Offerings:

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

- Develop and implement a financial strategy that is fully aligned with corporate goals.
- Master advanced corporate valuation techniques to accurately assess assets and investment opportunities.
- Formulate and execute robust capital allocation and budgeting frameworks.
- Lead the financial aspects of mergers, acquisitions, and divestitures effectively.
- Design and implement sophisticated financial risk management and hedging strategies.
- Integrate Environmental, Social, and Governance (ESG) criteria into financial planning and reporting.
- Enhance communication with investors and stakeholders to build confidence and support.
- Leverage financial data and analytics to drive strategic business insights.
- Champion digital transformation within the finance function to improve efficiency and decision-making.
- Uphold the highest standards of corporate governance and ethical leadership.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in a real-world context. We move beyond traditional lectures to foster a dynamic learning environment built on a foundation of active participation. The course heavily utilizes the case study method, where participants will analyze complex financial scenarios from leading global companies, debating strategies and outcomes in a collaborative setting. Interactive workshops and group exercises will challenge participants to solve real-world problems, from conducting M&A due diligence to developing a capital allocation plan. Financial modeling sessions will provide hands-on experience with the tools and techniques discussed. A significant portion of the program is dedicated to peer-to-peer learning and facilitated discussions, allowing senior leaders to share insights and benchmark their practices against a diverse group of experienced professionals. Our expert instructors act as facilitators, guiding discussions, providing personalized feedback, and ensuring that theoretical concepts are firmly connected to the strategic challenges that CFOs face daily. This blended approach guarantees a rich and impactful learning experience.

Course Agenda (Course Units):

Unit One: The Modern CFO as a Strategic Architect

- The evolution from financial controller to strategic business partner.
- Aligning financial strategy with corporate vision and long-term objectives.
- Advanced stakeholder management and communication.
- The CFO's role in driving corporate performance and culture.
- Ethical leadership and corporate governance frameworks.
- Key performance indicators (KPIs) beyond traditional financial metrics.
- Building a world-class finance team for the future.

Unit Two: Advanced Valuation and Value Creation Strategies

- Mastering discounted cash flow (DCF) and relative valuation models.
- Identifying and managing key value drivers within the business.
- Understanding and applying Economic Value Added (EVA) and Return on Invested Capital (ROIC).
- Valuation in the context of mergers, acquisitions, and private companies.
- Intangible asset valuation and its impact on corporate worth.
- Strategies for maximizing long-term shareholder value.
- Communicating value effectively to the board and investors.

Unit Three: Strategic Capital Allocation and Corporate Restructuring

- Developing a disciplined capital allocation framework.
- Advanced capital budgeting techniques under uncertainty.
- Financial strategy for mergers, acquisitions, and divestitures.
- Post-merger integration and synergy realization.
- Optimizing the capital structure, including debt and equity financing.
- Dividend policy and share buyback strategies.
- Portfolio management and strategic resource allocation.

Unit Four: Sophisticated Risk Management and Treasury Operations

- Identifying and quantifying financial risks, including market, credit, and operational risks.
- Advanced hedging strategies using derivatives and other financial instruments.
- Enterprise Risk Management (ERM) from the CFO's perspective.
- Managing liquidity and optimizing working capital.
- Cybersecurity risk and its financial implications.
- Navigating global financial regulations and compliance.
- Strategic treasury management and cash flow forecasting.

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

- Leading digital transformation in the finance function.
- Leveraging data analytics and artificial intelligence for financial insights.
- Integrating Environmental, Social, and Governance (ESG) factors into financial strategy.
- ESG reporting standards and frameworks.
- Crafting a compelling narrative for investor relations.
- Managing analyst expectations and earnings calls.
- Future-proofing the finance function for sustained success.

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 increasing stakeholder capitalism, how can a CFO balance the traditional objective of maximizing shareholder value with the growing demands for environmental and social responsibility without compromising long-term financial health?

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

This course distinguishes itself by focusing squarely on the strategic and leadership dimensions of the modern CFO role, moving beyond the purely technical aspects of finance. While other programs may concentrate on financial modeling or accounting standards, our curriculum is designed for the senior leader tasked with shaping the future of the enterprise. We uniquely blend rigorous academic frameworks with practical, real-world applications, examining complex case studies that reflect the multifaceted challenges CFOs face today. A significant differentiator is our forward-looking perspective, with dedicated modules on leading digital transformation within finance and integrating ESG criteria into core financial strategy, topics critical for relevance and sustainability in the current business climate. The program emphasizes peer-to-peer learning among senior professionals, creating an invaluable network for sharing insights and best practices. Rather than just teaching financial tools, we cultivate the strategic foresight, leadership acumen, and ethical judgment necessary to not only manage value but to create it in a dynamic and uncertain world.