Financial Acumen for C-Suite Non-Finance Leaders Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS9970_293810

Course Introduction / Overview:

In today's competitive business landscape, strategic financial leadership is no longer the exclusive domain of the CFO. C-Suite executives from all functional areas must possess a high degree of financial acumen to drive sustainable growth and create shareholder value. This course is meticulously designed to demystify finance for non-financial leaders, transforming complex financial concepts into powerful tools for strategic decision-making. We move beyond basic accounting to explore how financial data informs corporate strategy, operational efficiency, and long-term investment planning. Drawing on principles articulated by experts like Robert C. Higgins in his seminal work, "Analysis for Financial Management," this program focuses on the practical application of financial knowledge. Participants will learn to interpret financial statements, evaluate performance metrics, and contribute meaningfully to financial discussions. BIG BEN Training Center has developed this immersive experience to empower leaders to ask the right questions, challenge assumptions, and confidently steer their organizations toward financial excellence and robust market performance.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Operating Officers (COOs).
- Chief Marketing Officers (CMOs).
- Chief Human Resources Officers (CHROs).
- Chief Information or Technology Officers (CIOs/CTOs).
- Vice Presidents and Directors from non-financial departments.
- Senior managers being developed for executive roles.
- Heads of strategic business units.

Target Sectors and Industries:

- Technology and Software Development.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Professional Services and Consulting.
- Telecommunications and Media.
- Governmental agencies and public sector organizations.
- Non-Profit and Non-Governmental Organizations (NGOs).

Target Organizations Departments:

- Operations and Supply Chain Management.
- Marketing and Sales.
- Human Resources and Talent Management.
- Information Technology.
- Research and Development (R&D).
- Legal and Compliance.
- Customer Service and Support.
- Corporate Strategy and Business Development.

Course Offerings:

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

- Interpret the three core financial statements to assess organizational health.
- Analyze key performance indicators (KPIs) and financial ratios to drive business performance.
- Develop and critique strategic budgets and forecasts aligned with corporate objectives.
- Apply capital budgeting techniques to evaluate major investment proposals.
- Understand the financial implications of strategic decisions, including mergers and acquisitions.
- Communicate financial performance effectively to boards, investors, and internal teams.
- Integrate financial risk management principles into strategic planning.
- Contribute to creating and sustaining long-term shareholder value.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the executive's role. We believe that adult learning is most effective when it connects theory to real-world practice. The course eschews traditional lectures in favor of a dynamic workshop environment built on a foundation of case studies drawn from diverse global industries. Participants will engage in rigorous group discussions, collaborative problem-solving exercises, and financial simulation activities that mirror the challenges they face in their organizations. Our expert facilitators guide participants through complex topics, fostering a peer-to-peer learning environment where executives can share insights and experiences. The program emphasizes the development of a strategic financial mindset, with continuous feedback loops and practical toolkits that can be implemented immediately. This hands-on, applied knowledge approach ensures that leaders leave not just with information, but with the confidence and competence to exercise strategic financial leadership.

Course Agenda (Course Units):

Unit One: The Language of Finance for Strategic Leaders

- The role of the non-financial executive in financial stewardship.
- Decoding the Income Statement for profitability analysis.
- Interpreting the Balance Sheet to understand financial position.
- Analyzing the Cash Flow Statement for liquidity and solvency.
- The crucial link between the three core financial statements.
- Understanding accrual accounting vs. cash accounting.
- Key financial terminology and concepts for the C-Suite.

Unit Two: Analyzing Financial Health and Performance

- Mastering financial ratio analysis for strategic insights.
- Liquidity, profitability, and solvency ratios explained.
- Using efficiency and leverage ratios to assess operational performance.
- Benchmarking performance against industry competitors.
- Identifying trends and red flags in financial data.
- Moving beyond the numbers to the strategic narrative.
- Developing a dashboard of key performance indicators (KPIs).

Unit Three: Budgeting, Forecasting, and Strategic Planning

- The strategic role of budgeting in executing corporate strategy.
- Techniques for effective operational and capital budgeting.
- Developing robust financial forecasts and scenario models.
- Mastering variance analysis to control performance.
- Linking financial plans to strategic business unit objectives.
- Strategic cost management and resource allocation.
- Communicating the budget effectively across the organization.

Unit Four: Capital Allocation and Investment Decisions

- Fundamentals of the time value of money.
- Evaluating investment opportunities using Net Present Value (NPV).
- Applying the Internal Rate of Return (IRR) and Payback Period.
- Understanding the cost of capital (WACC) and its strategic importance.
- Introduction to business valuation techniques.
- Financial due diligence in mergers and acquisitions (M&A).
- Making sound capital allocation decisions to drive growth.

Unit Five: Creating Value and Executive-Level Financial Leadership

- The principles of shareholder value creation.
- Understanding Economic Value Added (EVA) and other value metrics.
- The leader's role in working capital management.
- Communicating financial results to the board and investors.
- Integrating financial risk management into corporate governance.
- Ethical considerations in financial reporting and leadership.
- Developing a personal action plan for financial leadership.

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:

How can a non-financial leader's enhanced financial acumen directly influence an organization's culture of accountability and innovation?

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

This course distinguishes itself by being exclusively tailored for the strategic perspective of C-Suite and senior non-financial executives. Unlike generic finance courses that focus heavily on accounting mechanics, our curriculum prioritizes the translation of financial data into strategic intelligence and actionable leadership. We concentrate on the "so what?" behind the numbers, empowering leaders to use financial insights to shape strategy, drive innovation, and gain a competitive edge. The program's core strength lies in its emphasis on financial decision-making within the complex context of enterprise-wide leadership. We utilize sophisticated, industry-relevant case studies that challenge participants to debate and resolve real-world strategic dilemmas. The learning environment is a facilitated peer-to-peer forum for senior leaders, ensuring that discussions are rich, relevant, and of a high strategic caliber. The focus is not on turning executives into accountants, but on cultivating a deep-seated financial acumen that integrates seamlessly with their existing leadership and operational expertise, ultimately enabling them to lead their entire organization with greater financial foresight and confidence.