# Strategic Financial Skills for Non-Finance Leaders Training Course

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Sharm El-Sheikh

4100 € (Per Person)

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## Course Introduction / Overview:

In today's competitive business landscape, financial literacy is no longer a skill reserved for the finance department. It is a core competency for any manager or leader aiming to drive strategic growth and operational excellence. This course is meticulously designed to demystify finance for non-financial professionals, empowering them with the business acumen needed to make sound, data-driven decisions. As Karen Berman and Joe Knight articulate in their influential book, "Financial Intelligence," understanding the numbers is fundamental to effective management. This program moves beyond basic accounting principles to cultivate a deep understanding of how financial metrics impact every facet of an organization. Participants will learn to read and interpret financial statements, master budgeting and forecasting, and apply sophisticated investment appraisal techniques. At BIG BEN Training Center, we provide a practical, hands-on learning experience that translates complex financial concepts into actionable business strategies, enabling leaders to contribute more effectively to their organization's profitability and long-term success. This course equips you with the confidence and skills to speak the language of finance and align your departmental goals with the overarching financial objectives of the company.

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

- Department Heads and Managers.
- Team Leaders and Supervisors.
- Project Managers and Program Managers.
- Operations and Production Managers.
- Human Resources and Talent Development Professionals.
- Marketing, Sales, and Business Development Managers.
- IT and Technical Department Leaders.
- Entrepreneurs and Small Business Owners.
- Any professional in a non-financial role aspiring to a leadership position.

## Target Sectors and Industries:

- Manufacturing and Engineering.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Construction and Real Estate.
- Hospitality and Tourism.
- Professional Services and Consulting.
- Governmental bodies and Public Sector organizations.
- Non-Profit and Non-Governmental Organizations.

## Target Organizations Departments:

- Operations and Production.
- Human Resources.
- Marketing and Sales.
- Information Technology (IT).
- Research and Development (R&D).
- Customer Service and Support.
- Project Management Office (PMO).
- Logistics and Supply Chain Management.
- Administration and General Management.

## Course Offerings:

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

- Confidently read and interpret key financial statements, including the balance sheet, income statement, and cash flow statement.
- Develop, manage, and monitor departmental budgets with greater accuracy and strategic alignment.
- Analyze financial performance using key ratios and metrics to identify trends and areas for improvement.
- Evaluate the financial viability of projects and investments using techniques like ROI, NPV, and Payback Period.
- Understand and manage the key drivers of profitability and cash flow within their area of responsibility.
- Communicate effectively with finance professionals and senior management on financial matters.
- Make more informed strategic decisions that contribute directly to the organization's bottom line.
- Implement effective cost control measures without compromising quality or operational efficiency.
- Link operational performance to financial outcomes to demonstrate departmental value.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and focused on practical application. We believe that adult learning is most effective when it is experiential and directly relevant to the participant's professional challenges. This course moves away from traditional lecture-based formats to a workshop-style environment where learning is an active process. Our expert facilitators utilize a blend of instructional techniques, including real-world case studies, group discussions, and hands-on financial analysis exercises. Participants will work in teams to dissect financial reports, build budgets, and evaluate investment scenarios, fostering collaborative problem-solving and peer-to-peer learning. Interactive sessions, simulations, and role-playing activities are integrated throughout the five days to reinforce key concepts and build confidence. Ample time is allocated for Q&A sessions and personalized feedback, ensuring that each participant can address their specific questions and learning objectives. The focus is on translating financial theory into practical skills that can be immediately applied in the workplace to improve decision-making and drive business performance.

## Course Agenda (Course Units):

### Unit One: The Foundations of Financial Acumen for Leaders

- The strategic role of finance in an organization.
- Understanding key financial terminology and concepts.
- The difference between accounting and finance.
- An overview of the three core financial statements.
- How business activities are reflected in financial numbers.
- The principles of accrual vs. cash accounting.
- Identifying the key drivers of shareholder value.

### Unit Two: Decoding Corporate Financial Statements

- In-depth analysis of the Income Statement (P&L).
- Understanding the structure of the Balance Sheet.
- Interpreting the Statement of Cash Flows.
- Calculating and interpreting key profitability ratios.
- Assessing liquidity and solvency using financial ratios.
- Analyzing operational efficiency and asset management.
- Connecting the three financial statements for a holistic view.

### Unit Three: Budgeting, Forecasting, and Cost Management

- The strategic importance of the budgeting process.
- Types of budgets (operational, capital, cash).
- Techniques for developing an effective departmental budget.
- Variance analysis: comparing actual results to the budget.
- Principles of effective financial forecasting.
- Understanding cost behavior: fixed, variable, and semi-variable costs.
- Strategies for effective cost control and reduction.

### Unit Four: Strategic Financial Decision-Making and Investment

- Introduction to capital budgeting techniques.
- Calculating and applying Return on Investment (ROI).
- Using Net Present Value (NPV) for project evaluation.
- Understanding the Internal Rate of Return (IRR) and Payback Period.
- Making sound capital investment decisions.
- The financial implications of strategic choices.
- Linking financial analysis to long-term business strategy.

### Unit Five: Financial Leadership, Risk, and Communication

- Managing working capital for operational efficiency.
- Fundamentals of business risk management from a financial perspective.
- Communicating financial performance to stakeholders effectively.
- Building a compelling business case with financial justification.
- How to ask insightful questions of finance professionals.
- Integrating financial acumen into daily leadership practices.
- Developing a personal action plan for continuous financial learning.

## 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 business acumen directly influence an organization's strategic direction and competitive advantage?

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

This course distinguishes itself by focusing on the strategic application of financial knowledge, rather than just the technical mechanics of accounting. While many programs teach what financial statements are, our curriculum emphasizes how to use them as a powerful tool for leadership and decision-making. We bridge the critical gap between financial data and actionable business intelligence. The content is specifically curated for the non-financial mindset, translating complex jargon into clear, accessible concepts that are directly applicable to operational, marketing, HR, or technical roles. The methodology is heavily reliant on case studies and interactive simulations that mirror real-world business challenges, forcing participants to think like a CFO and defend their decisions based on financial reasoning. Unlike purely theoretical courses, this program is designed to build practical skills and financial intuition. Participants leave not just with knowledge, but with the confidence to engage in high-level financial discussions, challenge assumptions, and champion initiatives that create tangible value for the organization, making them more effective and strategic leaders.