

FINANCIAL DECISION-MAKING FOR VALUE CREATION - UNDERSTAND RISKS & CONSEQUENCES & MAKE BETTER CHOICES

““Understand Risks & Consequences and Make Better Choices””

Schedule

Date	Venue	Fees (Face-to-Face)
17 - 19 Feb 2026	Dammam, KSA	USD 2495 per delegate
03 - 05 Mar 2026	Dubai, UAE	USD 2495 per delegate

Introduction

Strategic and financial decision-making lies at the heart of organizational success. Leaders and managers must make choices that not only meet short-term objectives but also create sustainable value. Yet these decisions are often made under uncertainty and with incomplete information.

This 3-day course equips professionals with the financial tools and strategic thinking models needed to assess business options, understand risks, and make informed, value-creating decisions. Using case studies and decision simulations, participants will learn how to evaluate investments, pricing, funding, and operating choices from a financial and strategic lens.

Objectives

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

- Interpret key financial metrics and business performance indicators
- Analyze costs, revenues, risks, and returns associated with decisions
- Apply financial modeling techniques to assess alternatives
- Understand the long-term impact of decisions on value and risk
- Communicate decisions effectively to financial and non-financial stakeholders
- Avoid common decision biases and financial pitfalls

Why Attend

- Build your financial decision-making confidence
- Improve collaboration between finance and business functions
- Apply structured thinking to complex trade-offs and investment options
- Understand both the financial and strategic impact of business choices
- Learn to balance risk and opportunity for long-term value creation

Target Audience

This program is designed for:

- Senior managers and department heads
- Financial controllers and business analysts
- Project leaders and investment evaluators
- Strategy, risk, and planning professionals
- Anyone involved in cross-functional or capital decision-making

Individual Benefits

Key competencies that will be developed include:

- Financial statement and ratio interpretation
- Decision tree and scenario analysis
- Investment appraisal techniques (NPV, IRR, Payback)
- Risk-return evaluation
- Business case development and financial storytelling

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Better-aligned decisions across departments and objectives
- Improved capital allocation and resource utilization
- Stronger governance over business case reviews
- Increased accountability in performance measurement
- More effective stakeholder communication and trust

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Financial briefings and real-world business scenarios
- Interactive decision-making simulations
- Hands-on Excel modeling
- Group case discussions and peer reviews
- Frameworks for strategic evaluation and communication

Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Financial Foundations for Business Decisions

- **Module 1: Understanding Financial Statements and Ratios (07:30 – 09:30)**

- Balance sheets, income statements, and cash flow
- Key performance indicators and what they reveal
- Financial health and value drivers

- **Module 2: Cost and Profitability Analysis (09:45 – 11:15)**

- Fixed vs. variable costs, contribution margin
- Break-even and pricing decisions
- Product and customer profitability

- **Module 3: Framing Decisions Financially (11:30 – 01:00)**

- Identifying decision variables and constraints
- Allocating costs and revenues to alternatives
- Behavioral finance and decision biases

- **Module 4: Simulation – Financial Diagnosis Exercise (02:00 – 03:30)**

- Teams analyze a company's financial performance and identify improvement areas

Day 2: Valuation, Risk, and Scenario-Based Thinking

- **Module 5: Investment Appraisal Tools (07:30 – 09:30)**

- Net Present Value (NPV), Internal Rate of Return (IRR)
- Payback and discounted cash flow models
- Capital budgeting process and pitfalls

- **Module 6: Risk Analysis and Decision Trees (09:45 – 11:15)**

- Expected value and probabilistic models
- Sensitivity and scenario analysis
- Real options thinking

- **Module 7: Strategic Value and Opportunity Cost (11:30 – 01:00)**

- Value creation beyond financial ROI
- Non-financial and intangible impacts
- Opportunity costs in resource allocation

- **Module 8: Case Study – Evaluating Competing Investments (02:00 – 03:30)**

- Teams assess strategic investment options using multiple tools

Day 3: Execution, Communication, and Governance

- **Module 9: Business Case Development and Approval (07:30 – 09:30)**

- Building a robust financial case for decision-makers
- Structuring analysis and recommendations
- Aligning proposals with strategic goals

- **Module 10: Stakeholder Influence and Communication (09:45 – 11:15)**

- Presenting complex decisions to financial and non-financial audiences
- Visualizing data and assumptions
- Handling objections and uncertainty
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Module 11: Governance and Decision Accountability (11:30 - 01:00)

- Review and sign-off processes
- Tracking outcomes and lessons learned
- Building a decision-making culture

Module 12: Final Simulation - Presenting the Decision Case (02:00 - 03:30)

- Teams present their financial decision to a mock board
- Peer feedback, Q&A, and course wrap-up

Certification

Participants will receive a **Certificate of Completion in Financial Decision-Making for Value Creation** , recognizing their ability to analyze, communicate, and make decisions that drive sustainable business success.

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