

CERTIFICATE IN STRATEGIC FINANCE FOR NON - FINANCE SENIOR EXECUTIVES

“Empowering Leaders to Make Confident Financial Decisions for Sustainable Business Growth.”

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

In today’s dynamic business environment, senior executives are expected to make strategic decisions that directly impact financial performance — even if finance is not their primary area of expertise. The Certificate in Strategic Finance for Non-Finance Senior Executives is designed to bridge the gap between financial theory and executive decision-making.

This intensive program provides senior leaders with the essential tools to interpret financial statements, analyze business performance, evaluate investment opportunities, and make informed strategic decisions that drive profitability and organizational success. Participants will gain the confidence to engage in financial discussions, challenge assumptions, and align strategy with financial outcomes.

Objectives

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

- Understand the core principles of financial management and reporting.
- Interpret financial statements and assess business performance.
- Analyze profitability, liquidity, and solvency indicators.
- Evaluate investment opportunities using financial tools such as ROI, NPV, and IRR.
- Make strategic decisions supported by financial data and insights.
- Understand budgeting, forecasting, and capital allocation processes.
- Communicate effectively with finance professionals and stakeholders.

Why Attend

Non-finance executives play a crucial role in shaping the financial health of an organization. This program empowers leaders from all business functions to make sound financial decisions that contribute to long-term growth and sustainability. By understanding how financial outcomes connect to strategic choices, participants will enhance their leadership effectiveness and business acumen.

Target Audience

This course is specifically designed for:

- Senior Executives and General Managers
- Department Heads and Division Leaders
- Business Unit Managers and Directors
- Project Managers and Team Leaders
- Entrepreneurs and Business Owners
- Non-finance professionals aspiring to senior leadership roles

Individual Benefits

- Gain a solid understanding of key financial concepts and metrics.
- Improve confidence in interpreting and discussing financial information.
- Strengthen strategic decision-making through financial insight.
- Enhance cross-functional collaboration with finance teams.
- Boost leadership credibility and business performance awareness.

Organizational Benefits

- Improved financial awareness among decision-makers.
- More effective strategic planning and budget alignment.
- Stronger collaboration between finance and other departments.
- Better investment decisions and cost management.
- Increased accountability and data-driven leadership culture.

Instructional Methodology

The training is delivered through a practical, executive-learning approach that includes:

- Real-world business case studies and simulations
- Interactive discussions and group problem-solving
- Practical exercises on financial statement analysis
- Strategic decision-making workshops
- Instructor-led sessions and Q&A forums

Course Outline

Module 1: Introduction to Financial Management for Executives

Module 2: Understanding Financial Statements – Balance Sheet, Income Statement, and Cash Flow

Module 3: Key Financial Ratios and Performance Metrics

Module 4: Budgeting, Forecasting, and Resource Allocation

Module 5: Cost Management and Value Creation Strategies

Module 6: Investment Decision-Making – NPV, IRR, and Payback

Module 7: Risk Assessment and Capital Structure Decisions

Module 8: Linking Financial Performance to Business Strategy

Module 9: Communicating Financial Insights to Stakeholders

Module 10: Capstone Case Study – Strategic Decision-Making Simulation

Certification

Upon successful completion, participants will receive a Certificate in Strategic Finance for Non-Finance Senior Executives, recognizing their ability to integrate financial understanding into strategic leadership, improve performance management, and make data-driven business decisions.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training

Interested in running this course for your team?

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