

**Training Title**

**FINANCIAL IMPLEMENTATION OF BUSINESS STRATEGY**

**Training Duration**

**5 days**

**Training Venue and Dates**

Ref. No. FB091	Financial Implementation of Business Strategy	5	15 -19 December 2025	\$5,500	Dubai, UAE
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In any of the 4 or 5-star hotels. The exact venue will be informed once finalized.

**Training Fees**

- \$5,500 per participant for Public Training includes Materials/Handouts, tea/coffee breaks, refreshments & Lunch.

**Training Certificate**

**Define** Management Consultancy & Training Certificate of course completion will be issued to all attendees.

**TRAINING DESCRIPTION**

This course will guide you through the processes and tools necessary to implement business strategies with a strong financial foundation. You'll learn how to align financial plans with business objectives, measure performance, and make adjustments to ensure success. Key topics will include financial planning, budgeting, forecasting, capital allocation, performance analysis, and risk management.

**TRAINING OBJECTIVES**

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

1. Understand the Role of Finance in Strategy:
  - Recognize how financial decisions support and influence business strategies.
  - Align financial goals with business objectives to create value.
2. Develop Financial Strategies:
  - Learn how to create financial plans that support strategic initiatives.
  - Explore the concepts of cost management, profit optimization, and resource allocation.
3. Budgeting and Forecasting:
  - Understand how to create budgets and financial forecasts that are linked to strategic goals.
  - Learn how to monitor and adjust financial performance.

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**4. Evaluate Financial Performance:**

- Analyze financial metrics and key performance indicators (KPIs) to assess the effectiveness of strategy implementation.
- Identify areas for improvement and make strategic adjustments.

**5. Capital Allocation and Investment Decisions:**

- Gain skills in deciding where to allocate financial resources (capital budgeting, ROI, etc.) to support strategic growth.

**6. Risk Management in Financial Strategy:**

- Identify potential financial risks associated with business strategies and learn techniques to mitigate them.

**WHO SHOULD ATTEND?**

- Business owners and entrepreneurs looking to better integrate financial planning with their strategic vision.
- Financial managers and analysts aiming to enhance their understanding of strategic decision-making.
- Executives and senior managers responsible for setting and executing business strategies.
- Students of business, finance, or management interested in bridging the gap between financial management and business strategy.

**TRAINING METHODOLOGY:**

A highly interactive combination of lectures and discussion sessions will be managed to maximize the amount and quality of information and knowledge transfer. The sessions will start by raising the most relevant questions, and motivate everybody find the right answers. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course. Very useful Course Materials will be given.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Group Work& Practical Exercises
- 20% Videos& General Discussions

**DAILY OUTLINE**

**Day 1: Introduction to Financial Strategy and Business Alignment**

- Financial Strategy Overview: Importance of aligning financial decisions with business goals.
- Strategic Business Objectives: How to define and link financial goals to business strategies.

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- **Financial Strategy Framework: Role of financial leaders in shaping strategy.**

#### **Day 2: Financial Planning, Budgeting, and Forecasting**

- **Financial Planning: Setting financial goals to support strategy.**
- **Budgeting: Building effective budgets that align with business objectives.**
- **Forecasting: Techniques for forecasting and adjusting financial plans.**
- **Practical Workshop: Participants create a basic financial plan and forecast.**

#### **Day 3: Cost Management, Profitability, and Resource Allocation**

- **Cost Analysis: Identifying fixed/variable costs and optimizing profitability.**
- **Profitability: Measuring and improving profit margins.**
- **Resource Allocation: Allocating resources effectively to support strategy.**
- **Practical Exercise: Cost and profitability analysis for a business.**

#### **Day 4: Capital Allocation, Investment Decisions, and Risk Management**

- **Capital Allocation: Deciding on investment and financing options.**
- **Investment Decisions: Using NPV, IRR, and other methods to evaluate investments.**
- **Risk Management: Identifying and mitigating financial risks.**
- **Practical Workshop: Evaluating and managing business risk.**

#### **Day 5: Performance Management, Strategy Adjustments, and Final Project**

- **Financial Performance Metrics: Measuring ROI, ROE, and other key metrics.**
- **Strategy Adjustments: Adjusting strategies based on financial insights.**
- **Final Project: Developing a financial plan for a strategic business initiative.**
- **Course Review: Recap, Q&A, and certification distribution.**

#### **NOTE:**

**Pre & Post Tests will be conducted**

**Case Studies, Group Exercises, Group Discussions, Last Day Review & Assessments will be carried out.**

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