Certificate in Optimizing Working Capital Effectively

19 – 23 April 2027
Casablanca (Morocco)



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Introduction

In today's fast-paced business world, working capital is a critical factor that determines a company's financial health and operational resilience. It's not just about having liquidity—it's about managing receivables, payables, and inventory efficiently to support day-to-day operations while sustaining long-term growth.

The Certificate in Optimizing Working Capital Effectively provides a strategic and hands-on framework for professionals looking to master the art of working capital management. Designed for financial executives, accountants, procurement officers, supply chain managers, and operations leaders, this course is also ideal for professionals across sectors such as oil and gas, banking, telecommunications, and public administration in the MENA region.

The course bridges financial theory with real-world applications, equipping participants with tools and insights to strengthen their institution's financial performance and operational stability.

Course Objectives

- Understand the key components of working capital and how they impact cash flow.
- Analyze the balance between current assets and current liabilities.
- Apply key performance indicators to assess working capital efficiency.
- Optimize credit policies, collections, and inventory levels.
- Build strategies to ensure stable institutional liquidity.
- Identify common working capital challenges and how to overcome them.
- Link working capital practices to broader financial performance.
- Use forecasting tools to anticipate market-driven shifts and adapt proactively.

Course Outlines

Day 1: Fundamentals of Working Capital

- Definition and elements of working capital.
- Fixed vs. variable working capital.
- Importance of working capital in business continuity.
- Key metrics: liquidity ratios, turnover ratios, and cash cycles.
- Profitability and its link to capital efficiency.
- Case studies from local and global organizations.



Day 2: Receivables and Inventory Management

- Strategies to accelerate collections and optimize credit terms.
- Analyzing the receivables cycle and its effect on cash flow.
- Managing inventory levels to reduce waste and overstock.
- Balancing availability with storage cost.
- Metrics for evaluating inventory performance.
- Sector-specific example: retail and distribution.

Day 3: Payables Management and Liquidity Optimization

- Managing supplier obligations while preserving relationships.
- Leveraging payment terms to enhance liquidity.
- Understanding payables turnover and payment cycles.
- Negotiating terms to improve working capital position.
- The treasury's role in liquidity decision-making.
- Group exercise: mapping the working capital cycle.

Day 4: Forecasting and Continuous Improvement

- Creating customized working capital models by industry.
- Tools for financial planning and stress testing.
- Predictive analysis for proactive cash flow management.
- Identifying performance gaps and funding alternatives.
- Aligning financial KPIs with operational strategies.
- Designing a smart dashboard for working capital tracking.

Day 5: Assessment and Institutional Application

- Full review of course concepts and applications.
- Presentation and analysis of real case exercises.
- Knowledge test and interactive discussion.
- Group presentations: institutional working capital plans.
- Evaluation of organizational readiness for optimization.
- Certificate issuance and closing session.



Why Attend This Course: Wins & Losses!

- Gain practical skills to improve institutional liquidity.
- Enhance control over receivables, inventory, and payables.
- Strengthen your ability to forecast and manage short-term cash needs.
- Reduce dependency on external financing.
- Use measurable KPIs to monitor financial performance.
- Understand the operational-financial relationship deeply.
- Make better strategic decisions using cash flow insights.
- Receive a recognized certification that adds value to your career.

Conclusion

Effectively managing working capital can be the difference between thriving and struggling. This course empowers professionals with the tools and techniques to turn working capital into a strategic advantage.

Participants will walk away with a clear, actionable roadmap to improve liquidity, streamline operations, and strengthen their organization's financial resilience.

