# CFO Masterclass – Advanced Executive Program

21 – 25 June 2027
Casablanca (Morocco)



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## Introduction

Modern organizations operate in an environment defined by rapid financial shifts, complex market conditions, and evolving business models. These realities place enormous pressure on financial leaders to not only safeguard financial stability, but to also play an active role in shaping long-term strategies. The CFO Masterclass - Advanced Executive Program has been developed to equip senior financial professionals with the advanced competencies required to navigate this complexity and contribute meaningfully to organizational success.

This executive program is crafted for financial directors, chief financial officers, senior managers, and decision-makers who aim to enhance their analytical depth, improve their strategic thinking, and refine their leadership capabilities. Participants gain deep insights into advanced planning methodologies, risk management frameworks, performance analytics, and modern approaches to financial decision-making.

By integrating strategic finance with real-world application, the CFO Masterclass - Advanced Executive Program helps financial leaders transition into highly influential business partners. The program covers a wide array of topics including predictive financial analysis, capital structuring, liquidity optimization, investment evaluation, and scenario modeling. Through a blend of structured learning and practical exercises, participants learn how to transform financial data into clear, actionable intelligence that supports strategic objectives.

## Course Objectives

The CFO Masterclass—Advanced Executive Program aims to provide participants with advanced strategic and analytical competencies, including:

- Understanding the evolving role of the CFO as a strategic leader.
- Conducting advanced financial analysis using data-driven techniques.
- Designing forward-looking financial plans aligned with long-term objectives.
- Managing financial risks through structured methodologies.
- Building predictive models to anticipate performance trends.
- Strengthening financial decision-making under uncertainty.
- Optimizing capital structures and liquidity management.
- Evaluating investment opportunities with precision.
- Preparing insightful financial reports for executive leadership.
- Driving value creation using modern performance management tools.



# Course Outlines

## Day One: Strategic Financial Planning

- Understanding strategic finance and its impact on corporate direction.
- Integrating financial planning with organizational goals.
- Developing budgets based on long-term strategic insights.
- Examining internal and external drivers affecting financial outcomes.
- Identifying gaps between current and target performance.
- Practical workshop: Creating a strategic financial roadmap.

## Day Two: Advanced Analytics and Forecasting

- Analyzing historical data to identify trends and patterns.
- Constructing predictive models using relevant financial indicators.
- Evaluating performance using advanced financial metrics.
- Understanding factors influencing liquidity, profitability, and stability.
- Implementing multi-scenario forecasting for informed planning.
- Hands-on exercise: Building a performance prediction model.

## Day Three: Financial Risk Management

- Identifying key categories of financial risk.
- Establishing effective financial policies to minimize exposure.
- Analyzing the impact of market fluctuations on financial outcomes.
- Evaluating risk related to financing, investments, and operations.
- Creating contingency plans to ensure financial resilience.
- Practical task: Developing a comprehensive risk matrix.

## Day Four: Capital Structure and Financial Optimization

- Assessing the current capital structure and identifying improvement areas.
- Determining optimal financing mixes for growth.
- Managing liabilities and improving debt performance.
- Enhancing working capital efficiency and cash flow.
- Understanding capital cost and its role in financial decision-making.
- Case-based activity: Designing an optimized financial structure.



## Day Five: Performance Evaluation and Executive Decision-Making

- Analyzing key performance indicators for financial health.
- Preparing analytical reports tailored for executive teams.
- Assessing investment opportunities using advanced evaluation tools.
- Linking financial analysis with strategic decision-making.
- Creating a comprehensive executive-level decision model.
- Final workshop: Preparing a full financial assessment report.

## Why Attend This Course? Wins & Losses!

- Strengthens strategic decision-making capabilities.
- Provides a deep understanding of performance drivers.
- Enhances forecasting accuracy using advanced analytical methods.
- Improves risk resilience through applied frameworks.
- Equips leaders with tools to manage capital structure effectively.
- Elevates the quality of financial reporting and executive presentations.
- Helps build long-term financial strategies with higher confidence.
- Increases the CFO's impact as a strategic partner.

## Conclusion

The CFO Masterclass—Advanced Executive Program provides senior financial leaders with a powerful framework for elevating their strategic and analytical capabilities. Through a combination of advanced concepts and practical application, the program enhances the ability of CFOs and financial executives to influence organizational strategy, minimize risks, optimize capital, and drive sustainable growth.

**Designed to meet the evolving demands of the financial leadership role, this masterclass enables participants to transform financial insights into strategic action. By applying the tools and methodologies introduced during the program, financial leaders can significantly improve organizational performance, strengthen resilience, and contribute to long-term value creation.**

