Corporate Financial Strategy

2027 □□□□□□ 8 – 4
Madrid (Spain)



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Ref: 20220841_220925 Location: Madrid (Spain) Fees: 5200 GBP

Why This Course

In a competitive and rapidly changing business environment, financial strategy plays a defining role in shaping organizational success and long-term sustainability. Corporate Financial Strategy empowers professionals to design and implement financial policies that align capital allocation, investment decisions, and funding structures with strategic objectives and shareholder value creation.

This program bridges financial management, strategic decision-making, and corporate governance. Participants will explore how to optimize capital structure, assess investment opportunities, and manage financial risks — developing the ability to integrate financial insight into business leadership and strategy execution.

What You'll Learn and Practice

By joining this program, you will:

- Understand the role of financial strategy in achieving corporate objectives.
- Learn how to balance profitability, growth, and capital efficiency.
- Evaluate investment opportunities using advanced financial modeling techniques.
- Design optimal capital structures and funding strategies.
- Manage corporate value through mergers, acquisitions, and divestitures.
- Integrate risk management, cost of capital, and value creation into strategic planning.

The Program Flow

Day 1: Foundations of Corporate Financial Strategy

- The strategic role of finance in corporate value creation.
- Aligning financial objectives with corporate mission and market dynamics.
- Key financial performance indicators KPIs and value drivers.
- Case study: analyzing the financial strategy of a high-performing global company.

Day 2: Investment Strategy and Capital Budgeting

- Investment appraisal techniques: NPV, IRR, payback, and sensitivity analysis.
- Strategic project evaluation under uncertainty.
- Capital rationing and portfolio selection for corporate projects.
- Workshop: developing an investment evaluation model for a strategic initiative.



Day 3: Capital Structure and Funding Strategy

- Understanding debt vs. equity financing and the cost of capital.
- Leverage, liquidity, and solvency management.
- Designing optimal capital structures to balance risk and return.
- Practical exercise: evaluating financing options for corporate expansion.

Day 4: Value-Based Management and M&A Strategy

- Principles of value-based management EVA, CFROI.
- Strategic mergers, acquisitions, and divestitures.
- Valuation techniques for corporate transactions.
- Group project: designing a value creation strategy through acquisition.

Day 5: Strategic Risk Management and Financial Governance

- Integrating risk assessment into strategic decision-making.
- Managing financial exposure and liquidity risk.
- Corporate governance, shareholder alignment, and ethical finance.
- Action workshop: developing a financial strategy blueprint for sustainable growth.

Individual Impact

- Gain the ability to integrate financial insight into corporate strategic planning.
- Strengthen analytical and decision-making skills in capital investment and financing.
- Develop a value-focused mindset for sustainable business performance.
- Build confidence in leading financial strategy discussions at executive levels.

Work Impact

- Align financial management with long-term business objectives.
- Enhance capital allocation efficiency and shareholder value.
- Improve financial resilience through strategic planning and risk control.
- Foster stronger collaboration between finance and strategic leadership teams.

Training Methodology

This program combines strategic thinking, applied finance, and real-world case analysis to ensure practical relevance and executive readiness. Learning methods include:

- Interactive case studies from leading corporations and global markets.
- Hands-on financial modeling and valuation workshops.
- Group simulations on capital structure and investment decisions.
- Scenario analysis and decision-making under uncertainty.
- Toolkits and strategy templates for implementation beyond the course.



Beyond the Course

Upon completion, participants will be able to design and implement financial strategies that balance growth, profitability, and resilience. They will leave equipped to guide organizations toward sustainable value creation — integrating finance as a core driver of strategic excellence and competitive advantage.

