

STRATEGIC FINANCE COURSE FOR DIRECTORS
DATE: 23RD TO 27TH JANUARY 2023
VENUE: MERICA HOTEL, NAKURU
COST: KSHS 92,500 EXCLUDING VAT PER PERSON
NITA REGISTERED: NITA/TRN/916
IHRM ACCREDITED: C00380

INTRODUCTION

The Strategic Finance Management course for Directors course equips all Directors, business leaders and senior professionals so they can recognise and be confident with key financial concepts, terminology and reports that provide insight in to the financial position of any organisation. This training programme equips Directors with the knowledge and skills needed to become an effective board member. It will debunk the myths, terminologies and provide a director with a comprehensive understanding of the role. Helping directors to use and understand the financial numbers in their business, this course will provide candidates with the essential skills and knowledge to interpret key financial statements, models and ratios. Directors will be well placed to ask the right questions, make informed decisions and prioritise where to focus their energy and company resources. This module will give non-finance Directors the confidence to better scrutinise financial reports and challenge finance professionals in a positive and constructive way. Delegates will take away a vital understanding of financial strategy and improve financial planning.

Finance is vital for everyone in any organization. Strategic Finance Management for Directors course is suitable for a Director and professional who is desirous of developing their financial understanding, comprehending how their day-to-day decisions affect their organization's financial performance and improve their organization's financial position. It is beneficial to all Directors and Professionals who are new to finance and those looking for a refresher course. A professional without training or a background in finance may be at a disadvantage in anticipating the impact of his or her decisions and actions on the Organization's bottom-line. Understanding the cycle of finance will help a Director understand the big picture of the Organization's operations.

This five-day training is designed for both new and experienced Directors and professionals who have intense desire to strengthen their knowledge of accounting terms and definitions, basic budgeting and cost accounting concepts and tools, how to read and understand basic financial statements, how to identify and use financial ratios among others. Upon completion of this valuable training, participants will understand how finance experts analyze, evaluate and make financial decisions, and will possess a real understanding of how they can contribute to the creation of significant value and attainment of strategic Organizational goals.

OBJECTIVES OF THE TRAINING

At the end of this seminar, participants will be able to:

- Understand how a robust financial strategy can help drive value within the organisation and underpin the company's overall business plans,
- Confidently interrogate key financial data and challenge financial proposals, business plans, projections and reports,
- Review and assess the financial health and position of the organisation,

- Make balanced, informed Board level decisions based on an understanding of financial data,
- Recognise and comply with the statutory and other requirements relating to Company Director roles and responsibilities,
- Identify, evaluate and manage financial risk,
- Communicate more confidently and effectively with Directors and senior leaders on financial issues,
- Confidently challenge and influence Board level decisions and company direction based on a sound grasp of financial concepts,
- Evaluate the practical implications of investment decisions.

BENEFITS TO YOUR ORGANISATION

Improving the financial bottom line is part of every Director's role. Training is an investment in the future of your organization and her employees and the return on investment is immediate. Building skills and improving financial literacy among Directors and Professionals helps your organization to tackle challenges posed by external environment and improve decision-making. There is this ancient Chinese proverb that says: "Give a man a fish and you feed him for a day. Teach a man to catch fish and you feed him for a lifetime." Improving the financial bottom line of an organization is part of every professional's role. The benefits of this training to your organization will include:

- Participants will understand how to measure results of the operations, manage cash, evaluate return on investment and create value will inform the decision-making process and allow your organization to truly optimize resources and create sustainable value.
- Participants will work as team with the accountants to ensure that financial procedures, policies and controls are followed
- Participants will adhere to the requirements of financial regulations.
- There will be improved financial management and better utilization of resources.
- Improved communication between non-finance professionals and the finance staff leading to faster decision making.
- Reduced audit queries from internal and external auditors.
- Teamwork between non-finance professionals and finance staff will enhance synergy to improve the bottom line of your organization.

BENEFITS TO PARTICIPANTS

After this Strategic Finance Management for Directors course, participants will benefit as follows:

- Become familiar with the financial link and interplay of Statement of financial position, statement of comprehensive income and Cash flow statement
- Realize the importance of cash and profit and the links to the organization's strategies and tactics.
- Interpret financial statements to determine where management attention should be directed
- Understand the most important financial ratios and trends and determine actions, which will improve financial performance.
- Assess the financial performance and health of the organization and generate options for improving financial performance.
- Understand the budgeting process and forecasting techniques and manage own budget, inventory and petty cash.
- Enhance their decision-making skills by integrating financial management concepts.
- Control the flow of money through their departments.

- Identify the important financial principles of business development.
- Determine from set options, financial strategies and their impact.
- Improve communication and stronger working relationships between finance and non-finance departments.
- Acquire practical tools in assessing operations' performance in relation to resources used.

TARGET GROUP

This training is suitable for non-financial Professionals and anyone who wants to develop their knowledge of financial practices to improve their professional skills. This course is tailor-made to suit:

- Chairmen of Boards
- Finance Committee Members Directors
- Business Leaders
- Senior Profession
- Secretaries to Finance Committees

OUR TRAINING METHODOLOGY

At DGMB, we have spent a couple of years developing and refining our training approach in this area. Our methodology has several features that will ensure your staff experience a robust and relevant program; one that strengthens team dynamics and the organization deliver improved results. Some of the highlights of our unique approach are:

♦ Reduced Emphasis on Formal Training

We base our course designs on the 70:20:10 paradigms. Research indicates that about 70% of what adults learn is through on-the-job experience, 20% through social learning, and 10% through formal training. We present information in ways that engage participants and generate plenty of discussion and sharing of experiences. We also provide individual and group assignments that encourage participants to integrate new concepts into their daily work

♦ Practical and Relevant Content

In assessing and designing customer service and communications skills course, we remembered Hermann Ebbinghaus' famous 'forgetting curve' that shows we forget 50% of learned material within one hour unless it is put into practice. Our needs analysis and instructional design practices produce engaging, real-world learning materials, customized so that participants relate fully with the content.

♦ Employing the Wisdom of Renowned Management Thinkers

We employ the wisdom of renowned academics and authors on business and management like Henry Mintzberg who believes that:

- ✓ Management should emphasize teamwork, rather than rely on heroic individualism
- ✓ Effective staff are reflective in the context of taking action
- ✓ Management development works best as social learning in small groups

♦ Research-supported Methods

Our training delivery is always informed by research on adult learning principles and by our experience as organizational development consultants, instructional designers and facilitators. Consequently, we include plenty of opportunities for learners to apply key concepts, using scenarios and simulations, personal action plans, accountability partners, and other techniques.

Learn. Internalize. Apply



These methods ensure participants retain what they have learned, apply what they have learned quickly, refine their approach, and internalize learning for long-term use.

◆ Uncommon Focus

Few training firms follow good design principles consistently because it takes time, sustained focus and clarity. Compared to other strategies and methodologies, DGMB's program will:

- ✓ Help you build strong internal communities
- ✓ Help staff learn more rapidly
- ✓ Build in lasting change through reflection
- ✓ Create working teams that are more cohesive, resilient, and productive

In this we have combined the following training approaches:

- i. Presentations through lecturing, group exercises, demonstrations and group discussions including presentations to enable interactions between the facilitators and the participants and among participants.
- ii. Discussions on topical issues arising from the various sessions and during the scheduled plenary discussions.
- iii. Citation of real case scenarios to enhance understanding of the core concepts, issues and training strategies
- iv. Role play, games and hands-on exercises
- v. Held plenary sessions to identify way forward

DGMB has deployed modern training aids aimed at making the training more exciting, inspiring and interesting. The teaching aids are numerous and serve different purposes. We used the following teaching aids to be very effective in capturing the imagination of the trainees:

- ✓ Overhead Transparencies (Colored power point slides), Demonstrations and emailed training materials to each participant.

COURSE DURATION

The course duration is **five (5) days** that will run as per our proposed 5-day training programme. The length of the training is adequate to cover the entire course as shown in the timetable below.

TIMETABLE

Find below the programme for this seminar:

DAY ONE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Definitions and Principles of corporate governance
10:30 am – 11:00 am	Mid-morning Break and Refreshments

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11:00 am – 1:00 pm	Financial Responsibilities and duties of Directors and the Board
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Leadership, ethics and values in corporate governance
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day One
DAY TWO	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Overview of Strategic Financial Management
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Strategic Assets and Revenue Oversight
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Interrogation of the statement of profit and loss
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day Two
DAY THREE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Interrogation of the statement of financial position & Cash flow Statement
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Oversight on Budget and Budgetary Control
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Risk Management, Fraud Prevention and Internal Control
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day Three
DAY FOUR	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Strategic Investment Decisions
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Financial Performance Management and Value Creation
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Financial and Sustainability Reporting
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day Four
DAY FIVE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Emerging Trends in Finance
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 12:30 pm	The Power of Emotional Intelligence
12:30 pm – 1:00pm	Graduation, Wrap Up & End of Training
1:00 pm – 2:00 pm	Special Lunch

YOUR INVESTMENT

We shall offer this training at a professional fee of **Kshs 92,500 per person excluding VAT** for the entire duration of the course. This fee will cover our charges, costs of course preparations and training materials. This cost does not cater for transport and accommodation for participants.

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ADMINISTRATION DETAILS

Dates: 23rd to 27th January 2023

Time: 8:00 a.m. – 5:00 p.m.

Venue: Merica Hotel, Nakuru

Attire: Smart Casual

For enquiries call **David** on: (+254) 722 352 680 or **Josephine** on (+254) 787 352 680.

Email: dgmbfinance@gmail.com

PRE-REQUISITES

Basic Financial Management skills.

QUALITY ASSURANCE

DGMB Training Solutions Ltd strives to provide you with the most productive, effective and value for money training experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival.

TERMS AND CONDITIONS

Disclaimer: All registrations are subject to session availability. All speakers, sessions and prices were confirmed and correct at the time of printing. DGMB Training Solutions Limited reserves the right to change speakers and program details as required in addition to making changes to the schedules, venue or cancel the event altogether.

Privacy notification: DGMB Training Solutions Limited respects the privacy of individuals, their sponsors, Organizations and acknowledges that the information you provide on registration form is confidential and third parties would not have access to. DGMB Training Solutions Limited collects this information for purposes of processing your registration and providing you information (via email and/ or mail) on upcoming events, specific products and services provided by or associated with DGMB Training Solutions Limited. Kindly register by 5pm, two working days prior to the training to enable us cater for your course materials and catering requirements.

Notice of withdrawal: Unless written notice of withdrawal is received before the closing date of the programme, the full fee is still due in the event of non-attendance. However, DGMB Training Solutions Limited accepts replacement(s) or substitution, made in writing, prior to the commencement date of the Seminar. However, no substitution of participant(s) is allowable after the commencement of the training.

CERTIFICATE OF PARTICIPATION

Participants will be awarded certificates after attending this course.

HOW TO PAY

1. Issue Cheques in the name of “DGMB Training Solutions Ltd” or
2. Remit the Training fees via RTGS or Electronic Funds Transfer (EFT) to our Bank, the details are: - Account Name: - DGMB Training Solutions Limited, Bank: Cooperative Bank of Kenya,

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Branch: City Hall Branch, Nairobi, Account Number: - 01148231039600 and Branch Code: - 11049.

3. Our PIN is P051349463P