

CFO Mastery: From Steward to Growth Architect

Transform your finance leadership to drive business growth and innovation. For senior professionals aiming for the C-suite.

Business Instructor: David Reynolds • 5 sections • 51 lessons • 18.00h total

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About this course

As businesses face rapid changes, CFOs are no longer just number-crushers. They must balance financial stewardship with driving growth, often struggling to shift from compliance-focused roles to strategic leadership. This course covers the essential skills and strategies for modern CFOs. You'll learn through video lectures, real-world case studies, and practical exercises on financial planning, risk management, and growth initiatives.

Course curriculum

Foundations and Preparation

- **Understanding the Modern CFO Role (12m)**
Explore how the CFO position has evolved and the new expectations in today's business environment.
- **Core Financial Reporting Standards (18m)**
Step-by-step guide to key accounting principles and reporting requirements.
- **Introduction to Risk Management (15m)**
Learn the basics of identifying and mitigating financial risks.
- **Building a Strong Financial Foundation (20m)**
Practical session on setting up effective financial systems and controls.
- **Ethical Leadership in Finance (10m)**
Case study on ethical dilemmas and decision-making for CFOs.
- **Communication Skills for Financial Leaders (14m)**
How to present financial data effectively to non-financial stakeholders.
- **Technology Basics for CFOs (16m)**
Overview of essential financial software and tools.
- **Preparing for Strategic Involvement (22m)**
Steps to transition from operational to strategic thinking.

Core Financial Management

- **Advanced Budgeting Techniques (25m)**
Practical guide to creating and managing budgets that support growth.
- **Financial Forecasting and Analysis (30m)**
Use historical data to predict future performance and inform decisions.
- **Cost Management Strategies (20m)**
Learn to optimize costs without sacrificing quality or innovation.
- **Working Capital Optimization (18m)**
Step-by-step methods to manage cash flow and liquidity.
- **Financial Modeling for Decision Support (35m)**
Build models to evaluate business scenarios and investments.
- **Tax Planning and Compliance (22m)**
Navigate tax strategies while ensuring compliance with regulations.
- **Debt Management and Financing Options (28m)**
Explore different financing structures and their implications.
- **Performance Metrics and KPIs (15m)**
Identify and track key financial indicators for business health.
- **Internal Controls and Auditing (12m)**
Set up systems to ensure accuracy and prevent fraud.
- **Financial Reporting for Stakeholders (10m)**
Craft reports that meet diverse stakeholder needs.

Strategic Leadership and Decision-Making

- **Strategic Planning for Financial Leaders (32m)**
Align financial goals with overall business strategy.
- **Capital Allocation and Investment Decisions (28m)**
Case study on evaluating and prioritizing investment opportunities.
- **Mergers and Acquisitions Finance (35m)**
Step-by-step guide to the financial aspects of M&A deals.
- **Financial Risk in Strategic Initiatives (22m)**
Assess and mitigate risks in new projects and expansions.
- **Negotiation Skills for CFOs (18m)**
Practical techniques for negotiating contracts and deals.
- **Building and Leading Finance Teams (20m)**
Develop leadership skills to manage high-performing teams.
- **Scenario Planning and Stress Testing (25m)**
Prepare for economic uncertainties with effective planning.
- **Board Communication and Governance (15m)**
How to effectively communicate with the board and ensure good governance.

Advanced Growth Strategies

- **Innovation Finance and R&D Budgeting (30m)**
Fund and measure the return on innovation investments.
- **Digital Transformation in Finance (25m)**
Implement technologies like AI and blockchain in financial processes.
- **Global Financial Management (28m)**
Navigate currency risks, international regulations, and global markets.
- **Sustainable Finance and ESG Reporting (22m)**
Integrate environmental, social, and governance factors into strategy.
- **Advanced Data Analytics for Finance (35m)**
Use data-driven insights to uncover growth opportunities.
- **Strategic Partnerships and Alliances (20m)**
Evaluate and manage financial aspects of business partnerships.
- **Growth Through Acquisitions: Advanced Topics (32m)**
Deep dive into post-merger integration and value creation.
- **Pricing Strategy and Revenue Optimization (18m)**
Set prices to maximize revenue and market share.
- **Managing Business Turnarounds (25m)**
Financial strategies for restructuring struggling businesses.
- **Venture Capital and Startup Financing (15m)**
Understand funding mechanisms for new ventures.
- **Corporate Restructuring Finance (20m)**
Handle financial aspects of organizational changes.

- **Exit Strategies and Valuation (22m)**
Plan for business exits and accurate valuation methods.

Implementation and Next Steps

- **Developing a Personal CFO Roadmap (18m)**
Create a tailored plan to apply course learnings to your role.
- **Case Study: Successful CFO Transitions (25m)**
Analyze real-world examples of CFOs driving growth.
- **Building a Growth-Oriented Finance Function (30m)**
Restructure your team and processes for strategic impact.
- **Measuring Success: KPIs for Growth Architects (22m)**
Track metrics that reflect strategic contributions.
- **Continuous Learning and Professional Development (15m)**
Stay updated with industry trends and skills.
- **Networking and Industry Engagement (12m)**
Leverage connections to enhance your effectiveness.
- **Handling Setbacks and Failures (10m)**
Learn from mistakes and build resilience.
- **Future Trends in Finance Leadership (20m)**
Explore emerging roles and technologies for CFOs.
- **Personal Branding for Financial Leaders (14m)**
Establish your reputation as a growth architect.
- **Mentoring and Developing Future Leaders (18m)**
Pass on knowledge and build a strong succession plan.
- **Ethical Challenges in Advanced Finance (16m)**
Navigate complex ethical scenarios with confidence.
- **Work-Life Balance for High-Pressure Roles (12m)**
Strategies to maintain well-being while excelling.
- **Final Project: Comprehensive Growth Plan (35m)**
Apply all concepts to design a growth strategy for a business.

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