

Strategic Financial Management for Leaders

Learn to make informed financial decisions that drive business impact. Designed for non-financial managers and leaders.

Business Instructor: Manuel Heard • 5 sections • 49 lessons • 15.75h total

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About this course

As a leader without a finance background, you often face financial decisions that affect your team and organization. Without the right skills, it's easy to misinterpret data or miss opportunities for growth. This course covers the essentials of strategic financial management, from reading statements to advanced analysis. You'll work through video lessons, real-world case studies, and practical exercises to build confidence in financial decision-making. By the end, you'll connect financial insights to business outcomes and lead with a clearer perspective.

Course curriculum

Foundations and Preparation

- **Introduction to Financial Language for Leaders (18m)**
Learn key financial terms and concepts that leaders encounter daily, so you can communicate effectively with finance teams.
- **Understanding Financial Statements: The Basics (25m)**
Step-by-step guide to reading balance sheets, income statements, and cash flow statements for better decision-making.
- **Key Performance Indicators for Non-Financial Roles (12m)**
Identify and use financial KPIs relevant to your function to track performance and inform strategy.
- **Time Value of Money and Basic Calculations (18m)**
Grasp core concepts like present value and interest rates to evaluate investments and costs over time.
- **Reading and Interpreting Cash Flow Statements (25m)**
Analyze cash flow data to assess business liquidity and operational health, with practical examples.
- **Cost Concepts and Behavior for Decision-Making (12m)**
Differentiate between fixed and variable costs to make smarter resource allocation choices.
- **Setting Financial Goals Aligned with Business Strategy (18m)**
Define clear, measurable financial objectives that support your organization's long-term plans.

Core Concepts

- **Budgeting and Forecasting for Operational Leaders (25m)**
Create realistic budgets and forecasts that guide daily operations and strategic initiatives.
- **Variance Analysis: Tracking Financial Performance (18m)**
Use variance analysis to identify deviations from plans and take corrective action promptly.
- **Capital Budgeting: Evaluating Investment Decisions (32m)**
Apply methods like NPV and IRR to assess projects and make sound capital allocation choices.
- **Working Capital Management Essentials (12m)**
Manage short-term assets and liabilities to maintain smooth cash flow and operational efficiency.
- **Financial Ratios and What They Tell You (18m)**
Interpret key ratios to gauge profitability, efficiency, and financial stability in your context.
- **Break-Even Analysis for Strategic Planning (25m)**
Determine the point where revenues cover costs to plan pricing, production, and sales targets.
- **Pricing Strategies and Profitability (12m)**
Explore pricing models that balance market demand with cost structures to maximize margins.
- **Debt vs. Equity Financing Basics (18m)**
Compare financing options and understand their implications for business growth and risk.
- **Risk Assessment in Financial Contexts (25m)**
Identify and evaluate financial risks to develop mitigation strategies and protect assets.

- **Ethical Considerations in Financial Management (8m)**
Navigate ethical dilemmas in financial decisions to maintain integrity and trust.

Deep Dive

- **Advanced Financial Statement Analysis (32m)**
Deepen your analysis skills with techniques like trend analysis and peer benchmarking for actionable insights.
- **Discounted Cash Flow Techniques for Projects (25m)**
Use DCF methods to value projects and investments, with step-by-step calculations.
- **Sensitivity and Scenario Analysis (18m)**
Test financial assumptions under different scenarios to prepare for uncertainty and change.
- **Merger and Acquisition Financial Fundamentals (25m)**
Learn the financial aspects of M&A deals, including valuation and integration considerations.
- **Valuation Methods for Business Units (32m)**
Apply various valuation techniques to assess divisions or products for strategic decisions.
- **International Finance Considerations (12m)**
Understand currency risks, exchange rates, and cross-border financial management basics.
- **Tax Implications for Strategic Decisions (18m)**
Factor tax consequences into financial planning to optimize outcomes and compliance.
- **Using Financial Software for Better Insights (12m)**
Explore common tools and software that help non-finance leaders analyze data efficiently.

Advanced Application

- **Case Study: Turnaround Financial Strategy (32m)**
Analyze a real-world turnaround case to apply financial strategies for business recovery.
- **Integrating Finance into Product Development (25m)**
Align product decisions with financial metrics to ensure profitability and market fit.
- **Financial Leadership in Cross-Functional Teams (18m)**
Lead diverse teams with financial acumen to drive collaborative, informed decisions.
- **Communicating Financial Information to Stakeholders (12m)**
Present complex financial data clearly to non-finance audiences for better buy-in.
- **Strategic Cost Reduction Without Sacrificing Quality (25m)**
Identify and implement cost-saving measures that maintain value and operational standards.
- **Investment Portfolio Management for Executives (18m)**
Manage personal and organizational investments with a focus on risk-return balance.
- **Financial Risk Mitigation in Uncertain Markets (32m)**
Develop strategies to hedge against volatility and protect financial stability.
- **Long-Term Strategic Financial Planning (25m)**
Create multi-year financial plans that support sustainable growth and adaptation.
- **Aligning Compensation with Financial Goals (18m)**
Design incentive structures that drive financial performance across the organization.
- **Sustainability and Financial Performance (12m)**
Link environmental and social initiatives to financial outcomes for responsible leadership.

- **Digital Transformation Financial Implications (25m)**
Evaluate the costs and benefits of digital projects to guide technology investments.
- **Crisis Management from a Financial Perspective (8m)**
Handle financial crises with structured approaches to minimize impact and recover quickly.

Implementation & Next Steps

- **Creating Your Personal Financial Action Plan (18m)**
Develop a tailored plan to apply course concepts in your role for immediate impact.
- **Building Financial Dashboards for Monitoring (12m)**
Set up simple dashboards to track key financial metrics and stay informed.
- **Negotiating with Financial Awareness (25m)**
Use financial data to strengthen negotiations with vendors, partners, or internal teams.
- **Mentoring Others in Financial Literacy (18m)**
Share knowledge with colleagues to build a financially aware team culture.
- **Continuous Learning Resources for Finance (8m)**
Identify books, courses, and tools to keep your financial skills updated over time.
- **Industry-Specific Financial Strategies (25m)**
Adapt general principles to sectors like tech, manufacturing, or services for relevance.
- **Regulatory Compliance for Non-Finance Leaders (12m)**
Understand basic financial regulations to ensure compliance in your decisions.
- **Future Trends in Strategic Financial Management (18m)**
Explore emerging trends like AI in finance and prepare for evolving business needs.
- **Networking in Financial Communities (12m)**
Connect with finance professionals and peers to exchange insights and opportunities.
- **Applying Course Concepts to Real-World Scenarios (25m)**
Practice with scenarios that mirror common leadership challenges for skill reinforcement.
- **Review and Consolidation of Key Takeaways (18m)**
Summarize core lessons and create reference materials for ongoing use.
- **Setting Up for Ongoing Financial Success (8m)**
Establish habits and systems to maintain and grow your financial management capabilities.

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