

# Essential Financial Acumen for Cross-Functional Leaders

## COURSE OVERVIEW

This course transforms non-finance leaders into financially fluent decision-makers by explaining financial statements, performance metrics, and value-drivers. Through interactive simulations and applied case studies, participants will learn to translate operational decisions into financial impacts, optimize resource allocation, and communicate effectively with finance teams, bridging the gap between departmental goals and organizational profitability.

## WHO SHOULD ATTEND?

Designed for functional leaders (Marketing, Operations, HR, IT), startup founders, and project managers who need to interpret financial data and justify investments, as well as technical experts (engineers, scientists) transitioning to business roles. The course also benefits consultants, high-potential managers, and emerging executives seeking to strengthen their financial vocabulary, analyze business performance, and contribute meaningfully to strategic discussions, equipping all participants to align their initiatives with financial outcomes and organizational resilience.

## COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Decode financial statements (P&L, Balance Sheet, Cash Flow).
- Apply key metrics (ROI, NPV, IRR) to evaluate projects.
- Build compelling business cases with financial rigor.
- Optimize budgets using cost-benefit trade-offs.
- Communicate financial insights to non-finance stakeholders.
- Assess working capital needs to improve liquidity management.
- Evaluate pricing strategies through contribution margin analysis.

## KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- How to interpret financial statements to assess business health.
- The fundamentals of budgeting and resource allocation.
- Methods to calculate ROI for operational initiatives.
- Techniques to model scenarios for strategic decision-making.
- Best practices to present financial data to executives and teams.
- How to analyze cash conversion cycles to optimize operational efficiency.
- The impact of pricing structures on profitability and growth.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded