

Essential Financial Strategies in an Economic Downturn

Date		(\$) Fees	
06 April -10 April 2025	Istanbul	3500	Register Now

Why Choose this Training Course?

Following the global financial crisis of 2008, and the economic downturn that has followed the continuing downward pressure on oil prices since mid-2014, the focus on adopting the appropriate financial strategies has become a priority for all organisations to ensure their survival and future prosperity. In response to the current economic conditions a review of essential financial strategies and financial plans is now a necessity in order to maintain profit levels and avoid possible losses.

Financial strategy relates to decisions made with regard to capital structure and financial risk; capital investment; mergers and acquisitions; restructuring and reorganisations; debt interest and dividend policy; and taxation (if applicable). This interactive and user-friendly training course includes the financial tools, techniques and know-how that influence strategic financial decision-making and planning and how they are applied practically in real-life business situations, and particularly in response to an economic downturn. It covers the key financial strategies that provide the basis for future activity and growth upon returning to 'normal' economic conditions.

This training course will highlight:

- Corporate objectives and financial strategies
- Long-term financing, the cost of equity, debt, and weighted average cost of capital (WACC)
- Capital structure financial strategies
- Financial planning, and alternative financial strategies
- Discounted cash flow (DCF), capital investment financial strategies, and risk
- Merger and acquisition financial strategies, and business valuation
- Cash planning and management

What are the Goals?

By the end of this training course, you will have significantly upskilled to be able to:

- Implement appropriate financial strategies and plans in response to changing economic conditions
- Identify the alternative sources of long-term finance, and their levels of financial risk
- Calculate the cost of equity, cost of debt and weighted average cost of capital (WACC)
- Evaluate the ways in which capital structure strategies may be used to minimise WACC
- Use discounted cash flow (DCF) to evaluate capital project investments and their risk
- Use alternative business valuation models and financial strategies in mergers and acquisitions, restructuring and reorganisations

- Effectively forecast, plan and manage cash flow

Who is this Training Course for?

This training course is essential for a wide range of personnel from companies, corporations and governmental organisations and those employed in banking and financial services. In addition to personnel having financial, accounting, planning, treasury, and cash management responsibilities, this seminar will greatly benefit those working in:

- General Management
- Estimating and Costing
- Operations
- Facilities Management
- Sales and Marketing
- Quality Management
- Engineering
- Project Management
- Procurement
- Logistics
- Research and Development
- Asset Management
- Human Resources,

and all senior and director level managers, and any other non-financial personnel that need or wish to understand financial strategy.

How will this Training Course be Presented?

This interactive and user-friendly training course is presented in a very hands-on way to suit individuals with varying levels of financial knowledge and experience using a variety of proven adult learning teaching and facilitation techniques. It is conducted along workshop principles with formal presentations, numerous worked examples, and real-world experiences and scenarios. Team case studies and exercises and discussion reinforce the application of each of the learning points and topics covered. These are supported with the help and advice of your Instructor and his extensive practical experience and knowledge of corporate finance and financial strategy.

Difficult mathematical concepts are minimised wherever possible and handled in a visual way that is easy to understand – our aim is for this to be an enjoyable learning experience.



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