

STRATEGIC FINANCIAL PLANNING & IMPLEMENTATION

Start Date:	11/05/2026	End Date:	15/05/2026
Categories:	Finance & Accounting	Venues:	Istanbul
Formats:	In Person	Instructors:	

OVERVIEW

This course provides participants with the tools and techniques necessary to design and implement strategic financial plans that drive sustainable business growth. It focuses on linking financial planning with corporate strategy, resource allocation, performance monitoring, and risk management to ensure organizations achieve their financial and strategic objectives.

OBJECTIVES

By the end of this course, participants will be able to:

- Understand the role of strategic financial planning in business success.
- Develop long-term financial plans aligned with organizational strategy and market realities.
- Apply financial forecasting, budgeting, and scenario analysis techniques to strategic planning.
- Manage capital allocation, investment planning, and financial risk.
- Monitor financial performance and adjust plans to respond to changing business environments.

COURSE OUTLINE

1- Strategic Financial Planning Fundamentals and Corporate Alignment
2- Financial Forecasting, Scenario Planning, and Risk Assessment
3- Budgeting Techniques, Resource Allocation, and Capital Planning
4- Monitoring Financial Performance and Managing Variances
5- Best Practices for Implementing and Adjusting Strategic Financial Plans

TARGET AUDIENCE

All Supervisory Levels, Finance Managers, Strategic Planners, CFOs, Business Development Managers, Financial Analysts, Senior Executives, and professionals involved in financial management, business planning, and strategic decision-making.

METHODOLOGY

The course uses expert-led lectures, hands-on financial modeling workshops, case study analysis, budgeting and forecasting simulations, strategic planning exercises, and group discussions to bridge theory with practical applications.

CONCLUSION

Upon completing the course, participants will be able to design, implement, and adapt strategic financial plans that support organizational goals, optimize resource use, enhance risk management, and drive long-term business success.

DAILY AGENDA

Day 1: Introduction to Strategic Financial Planning

Explore the importance of financial planning in supporting corporate strategy and sustaining competitive advantage.

Day 2: Financial Forecasting, Scenario Analysis, and Risk Management

Learn forecasting techniques, develop financial scenarios, and assess financial risks affecting strategic plans.

Day 3: Budgeting, Capital Planning, and Resource Allocation

Create strategic budgets, allocate resources effectively, and plan capital expenditures aligned with growth priorities.

Day 4: Monitoring Financial Performance and Managing Deviations

Track financial performance through KPIs, variance analysis, and realignment of plans based on performance insights.

Day 5: Implementing and Adjusting Strategic Financial Plans

Apply best practices for rolling out financial strategies, monitoring execution, and adapting plans to dynamic market conditions.

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