

# CFO HIGH PERFORMING MASTERCLASS & INFLUENTIAL FINANCIAL LEADERSHIP

Board & Stakeholders | Digitization | Strategic Partnering

For CFOs or Reporting Teams

February 15-16, 2021 | 10:00AM - 03:00PM

## CASE DISCUSSIONS

- CFO at the heart of strategic development / Formulating financial strategy
- Hazards in the Boardroom : Relationships and Influence
- Obtaining ownership, accountability and buy-in from the budget holder
- Hidden value of Finance Business Partnering
- Why first few days are most critical when tackling crisis?
- Digitising the finance function: Information architecture, legacy systems

## PRACTITIONER INSIGHTS INTO:

- Financial leadership in action
- Building relationships with the CEO, board & business heads
- Strategic imperatives
- Reporting intelligence
- Embracing the power of digital
- Talent management in finance

Course Director

**RAJ GANDHI**

Founder & CEO of GGV London  
Finance, Treasury & Risk Solutions

**LIVE  
ONLINE  
SESSION**

Learn from the renowned global authority in Finance

### Professional Qualifications:

Fellow of the Association of Chartered Certified Accountants (FCCA)  
Fellow of the Association of Corporate Treasurers (FCT)  
Fellow of the Higher Education Academy (FHEA)  
Member of the Institute of Directors (MIoD)



## COURSE OVERVIEW

Crucially, CFOs now need to provide commercial outlook, see the big picture and engage much more in the board room than ever before. Given the backdrop of shifts in the business and economic environment, coupled with the requirement to operate in a safe and remote setting, CFOs need to bring ideas and help make fiendishly difficult decisions across their organization. These concern whether to revive, reopen, shutdown, transform, restructure or deploy a blended approach.

## VIRTUAL DELIVERY APPROACH

A Virtual Classroom will be used as the online delivery tool with a total of 3 sessions during each day, each session lasting 90 minutes. Each session will lead to the next session with an interval of 30 minutes at the end of session 1 and 60 minutes at the end of session 2.

All sessions are designed to focus on the touch points and to optimise your learning experience using different perspectives to reinforce understanding and practical application of knowledge.

You will have ample opportunity to engage with Raj and other course participants throughout the Virtual Classroom. Discussions at the end of each session will be centred around carefully chosen topical issues and themes of interest to the participants.

During the final session, participants will have further opportunity to learn from each other and from Raj through a facilitated discussion. Participants may highlight aspects they found particularly helpful and worthy of further consideration for possible deployment in their workplace.

## WHO SHOULD ATTEND?

- Current and Aspiring CFOs from all sectors.
- Aspiring finance directors, controllers.
- Board directors.
- Bank relationship managers.
- Other interested parties.

## ABOUT SIMFOTIX

**SIMFOTIX** is a trusted name in the executive education industry that offers cutting-edge corporate training programs. **SIMFOTIX** focuses on creating value for both learners and businesses through its varied program offerings. We, at **SIMFOTIX**, hold unique expertise in developing our programs based on the design-learning concept that focuses on the key challenges of a learner and organization. Engagement, relevance, and effectiveness are the hallmarks of our learning solutions. So far, **SIMFOTIX** training programs are attended by over 5000 participants from over 1000 organizations operating the MENAT region. Our clients regard their training experience with us inspiring and transformative.

On the e-learning front as well, **SIMFOTIX** offers courses that result in serious learning but in fun way, we adopt efficient gamification approach that is aligned with clear learning goals that L&D teams want to see as the achieved objectives. We also understand the ever-shifting corporate world challenges and even in online programs, we carry our legacy of quality, relevance, and impact that's why our programs are conducted by learned faculty comprised of global thought-leaders and top industry practitioners.

We also provide bespoke training solutions that are tailored and delivered in a way that surpasses your expectations.

## OUR CORE EXPERTISE:

**SOFT  
SKILLS****IT  
RELATED****BANKING &  
FINANCE****GAMIFICATION**



## **COURSE OUTLINE - DAY 1**

### **SESSION 1:**

#### **Strategic Development and the CFO**

- Engaging in strategy discussions
- Making strategy work by tracking implementation, adapting

#### **Financial Leadership in Action**

- Transparency and dialogue, shifting up gears, creating and protecting value
- Delivering on expectations
- Setting financial strategy, aligning to organisation's strategy, operating plans and performance

**Discussion or Task:** CFO at the heart of strategic development / Formulating financial strategy

### **SESSION 2:**

#### **Hazards in the Boardroom**

- Board behaviours: e.g. group think, when the board disagrees

#### **Building Relationships and Influence**

- Working alongside the CEO, handling conflict or issues calling for judgment
- The Influential CFO - personal effectiveness, presence and credibility - Holding centre stage

**Reflections on Case Study- Discussion:** Working harmoniously alongside fellow board members

### **SESSION 3:**

#### **Performance Reporting and Analytics**

- Executive dashboard, communication in fewer words to non-financial audience
- Digitising the finance function: Information architecture, legacy systems

#### **Business and Economic Environment**

- Providing insights and commentary on trends, industry benchmarks

#### **Beyond Budgeting**

- Outcome Driven Budgeting & Event Driven Forecasting
- Linking planning, budgets and rolling forecasts to strategy

**Discussion:** Obtaining ownership, accountability and buy-in from the budget holder



## **COURSE OUTLINE - DAY 2**

### **SESSION 1:**

#### **Finance Business Partnering**

- What it's not
- Barriers and limitations
- Measuring success

#### **Talent Management**

- Developing strategy to attract, motivate and retain talent

#### **Mergers & Acquisitions**

- Evaluating target company
- Organising for due diligence
- Negotiating the deal

**Discussion/Task:** Hidden value of Finance Business Partnering

### **SESSION 2:**

#### **Leading Corporate Treasury**

- Profit centre vs. value-added centre vs. cost centre
- Working capital and the Cash Conversion Cycle
- Managing risks (liquidity, funding, interest & currency rates) / Using Derivatives e.g. (swaps)

#### **Corporate Risk Management and Risk Reporting**

- Identifying and assessing risks (current and emerging risks) via risk heatmaps
- Articulating risk appetite and risk tolerance

**Discussion:** of cases where treasury controls were weak or collapsed / Rationale for hedging risk

### **SESSION 3:**

#### **Crisis Management**

- Assessing situation, identify biggest problems
- Knowing your stakeholders, rebuilding credibility
- Scenario planning and risk assessments / Plan B or C

#### **Corporate Governance**

- Embedding governance within the organisation

#### **Reassuring the Board**

- What really matters
- Contingency planning and lessons learned for the next crisis

**Discussion/Task:** Why first few days are most critical when tackling crisis?





**Course Director**

**RAJ GANDHI**

Founder & CEO of GGV London  
Finance, Treasury & Risk Solutions

**Learn from the renowned global authority in Finance**

Raj is a professionally qualified accountant and a treasurer with extensive experience in leadership development, training, and consulting in major cities. These include New York, Singapore, Sydney, Dubai, Johannesburg, Holland, London.

In a career spanning 25 years, Raj has held board and senior roles across the financial services, energy and retail sectors specialising in finance, treasury, governance and risk.

Formerly CFO of London Capital Group plc, previous roles include member of the group reporting team and global audit manager, treasury at Royal Dutch Shell plc, business director and audit manager, treasury at Man Group plc, and treasurer of Empire Stores Group plc.

In 2010, Raj founded GGV London to empower executives globally, focusing entirely on solutions and knowledge transfer. GGV delivers leadership training, consulting and mentoring services to family owned companies, SMEs and MNCs across Africa, Asia, Europe and UK.

Raj is proud of long-standing relationships with prominent institutions such as the ACT, ACCA, ICAEW, IIA, IoD, Euromoney and NEDonBoard. He also delivers executive and MBA programmes for the University of Hertfordshire Business School.

**Past Participants Include:**

Oil majors | Pharma | Banks | Big four accounting firms | Family owned businesses  
*Large listed and unlisted industrials and manufacturing companies*

**REGISTRATION & CONTACT DETAILS**

*Regular Fee*

**USD. 1850** per participant

**Early Bird Discount 15%**

On registrations before **20 January, 2021**

Special **20% Discount** for ACCA, ICEAW, ICAI, and ICAP Members

Discounts are mutually exclusive

**For registration(s), send us your**

Name, Designation, Organization, Mobile,  
E-Mail and Postal Address to

**register@simfotix.com**

For further information please contact

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Email: **waqas@simfotix.com**

**Simfotix Cancellation Policy:** For cancellations made in the 7 working days to the workshop, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at any time.