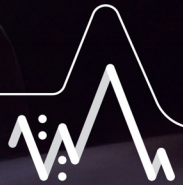


Strategic Finance for Executive Leaders

المالية الاستراتيجية للقيادات التنفيذية

#معاً نصنع الأثر
Together we make impact

الأكاديمية المالية
THE FINANCIAL ACADEMY



Training
Partner

 **Frankfurt School**
of Finance &
Management



Prof. Dr. Frank Ecker
Vice President Research /
Professor of Accounting, Frankfurt
School of Finance & Management



Prof. Dr. Eric Fellhauer
Professor of Practice in Strategic
Finance, Frankfurt School of
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Riyadh, Academy HQ



23,000
Including VAT



22-26
Nov 2026

Strategic Finance for Executive Leaders is a co-branded signature executive program delivered by The Financial Academy in partnership with Frankfurt School of Finance & Management. Designed for senior leaders making high-stakes decisions, the program moves beyond technical finance toward decision-driven, board-level judgment. Across a five-day executive journey - supported by pre-program preparation and post-program follow-up - participants strengthen their ability to interpret financial signals, allocate capital, exercise governance and risk oversight, and lead digital finance and AI-driven transformation. Content is contextualized to Saudi Arabia's financial sector, regulatory priorities, and market dynamics, and is delivered through applied cases, simulations, and boardroom-style discussions.

Program Objectives

- Interpret financial performance and identify the key drivers of profitability and value creation.
- Use financial insights to support strategic planning and executive decision-making.
- Evaluate capital allocation and investment decisions using appropriate financial and valuation approaches.
- Assess governance, risk, and ESG considerations in strategic and financial decisions.
- Evaluate digital finance and AI opportunities, risks, and transformation priorities.
- Integrate financial, strategic, and governance perspectives to make sound executive decisions under uncertainty.

Target Audience

- Senior leaders with P&L and capital-allocation roles.
- Executive and board oversight members.
- Leaders prepared for wider accountability.

Learning Outcomes

- Interpret financial performance and connect it to strategic priorities and institutional direction.
- Allocate capital across competing priorities, balancing growth, returns, and resilience.
- Strengthen governance, risk oversight, escalation, and decision rights in complex environments.
- Lead digital finance and AI-enabled transformation with sound executive judgment.

PRE-PROGRAM	DAY ONE Financial Performance Interpretation	DAY TWO Profitability, Planning, and Strategic Finance	DAY THREE Capital Allocation & Valuation	DAY FOUR Governance, Risk & ESG	DAY FIVE Digital Finance, AI & Transformation	POST-PROGRAM
- Briefing and orientation - Pre-reading materials - Pre-recorded videos - Expectation alignment - Diagnostic questionnaire - Virtual alignment session	Session 01 9:00 AM	Session 01 9:00 AM	Session 01 9:00 AM	Session 01 9:00 AM	Session 01 9:00 AM	- Executive Finance Toolkit - Reflection and action planning - Follow-up learning transfer - Post-program reflection - One-to-one coaching
	Interpreting financial signals and performance drivers.	Assessing profitability drivers across business lines, products, or strategic priorities.	Evaluating capital allocation choices and investment priorities.	Understanding governance responsibilities in strategic and financial decision-making.	Understanding the strategic implications of digital finance and emerging technologies.	
	Session 02 11:00 AM	Session 02 11:00 AM	Session 02 11:00 AM	Session 02 11:00 AM	Session 02 11:00 AM	
	Assessing profitability, growth, cost, and efficiency trends.	Understanding the relationship between planning, budgeting, and performance management.	Applying valuation approaches to support strategic decision-making.	Evaluating key financial and strategic risks from an executive perspective.	Evaluating AI opportunities and risks in financial decision-making.	
	12:30 PM	12:30 PM	12:30 PM	12:30 PM	12:30 PM	
	Lunch	Lunch	Lunch	Lunch	Lunch	
	Session 03 1:30 PM	Session 03 1:30 PM	Session 03 1:30 PM	Session 03 1:30 PM	Session 03 1:30 PM	
	Identifying early indicators of value creation or erosion.	Identifying cost drivers and strategic finance trade-offs, followed by a Strategic Finance Scenario Exercise.	Assessing investment trade-offs, returns, and financial implications.	Integrating ESG considerations into strategic and financial decisions.	Assessing digital transformation priorities from an executive perspective.	
	Session 04 3:00 PM	Session 04 3:00 PM	Session 04 3:00 PM	Session 04 3:00 PM	Session 04 3:00 PM	
	Linking financial performance to strategic priorities and institutional direction; Executive Performance Diagnostic Lab.	Using financial analysis to support prioritisation and executive decision-making.	Using financial analysis to compare competing investment opportunities; Capital Allocation Committee Simulation.	Strengthening oversight, accountability, and decision-making under uncertainty; Boardroom Oversight Simulation.	Connecting technology investments with strategic objectives and institutional value; Transformation Investment Case Exercise.	

Classroom Sessions

Discussion Groups \ Activity

Time

Break/M meal

[illegible]

About the Financial Academy

Excellent Work Groups

Training at the Financial Academy gives you the opportunity to join and interact with carefully-selected groups of peers, who work at different organizations and job levels. This pool of diverse perspectives will enrich your learning experience and expand your professional network within the financial sector.



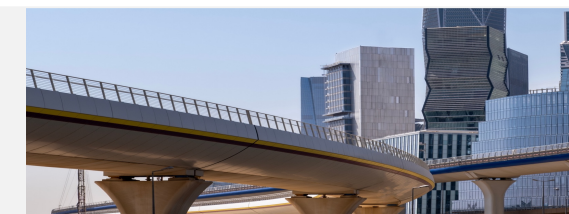
An Optimal, Have-It-All Learning Environment

The Academy's facilities offer a unique learning environment, featuring high-quality training rooms equipped with cutting-edge technologies, spacious shared lounge areas, latest technology, dining facilities and a variety of other amenities. Prayer rooms for men and women are available as well.



Easy-to-Reach Offices

The Financial Academy is easily accessible, being directly connected to King Abdullah Financial District (KAFD) Metro Station via a pedestrian bridge. It is alternatively easy to reach using ride-hailing apps or private cars: Once you get to KAFD, head to Building No. 2.07 through Area 2.



At the Heart of KAFD

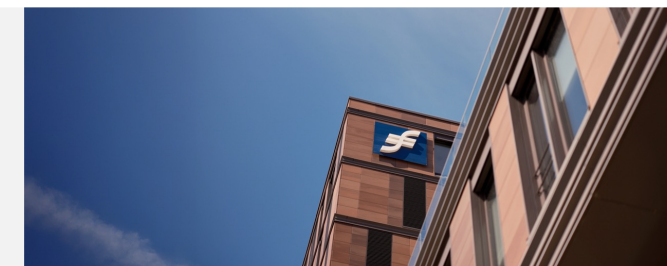
Being situated at KAFD where most of the financial sector organizations are near, the Financial Academy's location is unique and strategic. Plus, the place is known for being a business and entertainment hub where many cafes and restaurants are located, making the learning experience more thrilling and enjoyable thanks to the exciting surroundings.



Collaborating Training Partner

Frankfurt: An Ideal Destination for Executive Education

Frankfurt is one of the most prominent financial and cultural hubs in Europe and the world, making it an ideal destination for hosting specialized executive courses and quality programs due to its rich institutional history and central economic role. Frankfurt is home to Goethe University, founded in 1914, making the city a global hub for finance, education, and research. Below are key points to describe Frankfurt for organizing specialized courses and programs.



A Leading Academic & Financial Environment

Frankfurt is a city known for its institutional excellence, where trainees can benefit from an educational environment that bridges advanced academic research with executive practice. The presence of world-class institutions like the European Central Bank alongside prestigious research centers makes it an ideal location for organizing specialized programs.



A Vast Network of Specialists

As Continental Europe's premier financial center, Frankfurt offers unparalleled opportunities for networking with scholars, economists, central bankers, and industry leaders from around the globe. This vast network allows program participants to engage with diverse ideas and exchange experiences with leading experts across various sectors.



Connecting and Learning.

Though it comes from within, transformation often requires a catalyst. And for many business leaders, the Financial Academy (FA) professional training programs and development activities have been that catalyst. Here, you're fully immersed in a transformational living-learning experience, networking with gurus from around the world, and engaging in programs led by prominent local and international financial industry experts . It's a holistic experience that will enrich and develop your career - and your life.

ADMISSIONS

We admit candidates to specific sessions on a rolling space available basis, and encourage you to apply as early as possible. Although most programs have no formal educational requirements, admission is a selective process based on your professional achievement and organizational responsibilities.

FOR MORE INFORMATION

<https://fa.gov.sa/en?language=en>

FOR A PERSONALIZED CONSULTATION

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