

Course No. 1397

Shareholder Value Creation Training Course

**CORPORATE FINANCE & FINANCIAL MANAGEMENT
FINANCE, INVESTMENT & BANKING**

DURATION

5 Days

LOCATION

Casablanca, Morocco

DELIVERY

Classroom

DATES

30 Nov – 4 Dec 2026



Scheduled Event Details

CITY	Casablanca, Morocco
DATE	30 Nov – 4 Dec 2026
DELIVERY TYPE	Classroom
COURSE FEE	€4,300

Course Overview

Creating sustainable shareholder value is a fundamental objective for organizations seeking long-term growth, financial strength, and competitive advantage. In today's complex business environment, executives and decision-makers are expected to balance short-term performance expectations with long-term strategic investments while ensuring that every major decision contributes to value creation. Organizations that successfully focus on shareholder value are better positioned to improve financial performance, attract investment, strengthen governance, and achieve sustainable growth.

The Shareholder Value Creation Training Course provides participants with a comprehensive understanding of the principles, frameworks, and strategies that drive value creation across organizations. The course explores how business strategy, financial management, operational excellence, investment decisions, risk management, and corporate governance contribute to enhancing shareholder wealth and organizational performance. Participants will gain practical insights into the factors that influence value creation and the mechanisms used to measure and improve it.

This course examines the relationship between strategic decision-making and financial outcomes, enabling participants to understand how value is generated, preserved, and maximized. It focuses on aligning corporate objectives, resource allocation, performance management, and investment strategies with the ultimate goal of increasing enterprise value. Participants will learn how organizations evaluate opportunities, prioritize initiatives, and implement strategies that deliver measurable financial and strategic benefits.

In addition, the program highlights the importance of value-based management approaches that integrate financial metrics, performance indicators, and strategic planning processes. Participants will explore how leading organizations use value creation frameworks to guide decision-making,

improve accountability, and strengthen stakeholder confidence. The course also addresses the challenges associated with balancing growth, profitability, risk, and sustainability in a rapidly changing business landscape.

Through practical case studies, group discussions, and interactive exercises, participants will develop the knowledge and skills required to identify value drivers, evaluate strategic initiatives, and implement actions that support long-term shareholder value creation. The course is designed to help organizations build stronger financial foundations, improve decision quality, and achieve sustainable performance outcomes.

Objectives

- Analyze the key drivers that influence shareholder value creation within an organization.
- Develop value-based management frameworks that support strategic and financial objectives.
- Evaluate business decisions using shareholder value creation principles and performance metrics.
- Apply financial and strategic analysis techniques to assess value-generating opportunities.
- Design initiatives that improve profitability, growth, and long-term organizational value.
- Improve capital allocation decisions to maximize value creation and resource efficiency.
- Strengthen decision-making processes through the use of value-based performance measures.
- Implement strategies that align operational activities with shareholder value objectives.
- Assess investment opportunities based on their contribution to enterprise value growth.
- Align corporate strategy, financial planning, and performance management with value creation goals.
- Develop action plans for enhancing shareholder returns through sustainable business practices.
- Evaluate organizational performance using value creation indicators and financial metrics.

Who Should Attend

This course is designed for executives, board members, directors, senior managers, and decision-makers responsible for strategic planning, corporate performance, investment decisions, financial management, and organizational growth. It is particularly relevant for leaders seeking to strengthen their understanding of how strategic and operational decisions impact shareholder value.

The program is highly beneficial for finance directors, chief financial officers, financial controllers, treasury managers, investment managers, corporate strategy professionals, business development managers, performance management specialists, and risk management professionals who play a role in improving organizational performance and financial outcomes.

It is also suitable for professionals working within government entities, public sector organizations, sovereign investment institutions, banks, financial institutions, oil and gas companies, infrastructure organizations, and large corporations seeking to implement value-based management principles and enhance long-term organizational value.

Learning Outcomes

- By the end of this course, participants will be able to:
- Identify the primary drivers of shareholder value creation within their organizations.
- Evaluate strategic initiatives based on their impact on enterprise and shareholder value.
- Apply value-based management principles to business planning and decision-making.
- Measure organizational performance using shareholder value creation metrics.
- Assess investment and growth opportunities through a value creation lens.
- Analyze the relationship between profitability, growth, risk, and value generation.
- Improve capital allocation practices to enhance long-term value outcomes.
- Develop performance frameworks that support sustainable value creation.
- Align financial and operational objectives with shareholder expectations.
- Design strategies that balance growth opportunities with risk management requirements.
- Communicate value creation initiatives effectively to stakeholders and leadership teams.
- Develop implementation plans that support continuous improvement in organizational value.

Course Outline

DAY 01

Foundations of Shareholder Value Creation

- Understanding the concept and importance of shareholder value creation
- The relationship between strategy, performance, and value generation

DAY 01 — CONTINUED

- Key drivers of shareholder and enterprise value
- Value-based management principles and frameworks

PRACTICAL DISCUSSION

Identifying value drivers within an organization

DAY 02**Financial Performance and Value Measurement**

- Financial metrics used in shareholder value analysis
- Measuring profitability, growth, and financial performance
- Evaluating value creation through financial indicators
- Linking operational performance to shareholder outcomes

PRACTICAL APPLICATION

Assessing organizational value performance

DAY 03**Strategic Decision-Making and Value Enhancement**

- Strategic planning for sustainable value creation
- Capital allocation and investment decision-making
- Growth strategies and value maximization approaches
- Evaluating mergers, acquisitions, and strategic investments

PRACTICAL APPLICATION

Value-focused strategic decision analysis

DAY 04**Governance, Risk, and Sustainable Value Creation**

- Corporate governance and its role in shareholder value
- Managing strategic and financial risks
- Balancing growth, profitability, and sustainability objectives
- Strengthening accountability and performance oversight

PRACTICAL DISCUSSION

Governance practices that support value creation

DAY 05**Implementing a Value Creation Strategy**

- Building a shareholder value creation roadmap
- Aligning organizational functions with value objectives
- Developing performance indicators and monitoring mechanisms
- Creating action plans for continuous value improvement

FINAL WORKSHOP

Designing a practical shareholder value creation strategy for organizational implementation

Register or Request More Information

Course page: <https://quest-training.com/courses/shareholder-value-creation-training-course>

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