

STRATEGIC CFO COURSE



14th – 18th August 2023, Sunset Beach Hotel, The Gambia

I-Grow Venture Ltd

www.igbusinessandfinance.com/cfo2023

Course Overview

Today, the CFO's role has expanded beyond the duties of financial reporting and statutory compliance. The modern CFO acts as a strategic leader who drives direction and growth across the organization, while leveraging financial data and analytics in an increasingly dynamic regulatory environment. Finance leaders now play a crucial role in formulating and implementing strategies that impact all the stakeholders. To succeed as a CFO, you will need to build strong skills in leadership, strategy and communication to be able to drive innovation and technological transformation – not just in the finance function but throughout your organisation.

This course is especially structured for senior finance professionals who want to take their finance teams to the next level of contributing to value addition in organisations. The course is for all visionary finance professionals who want to transform into strategic CFO role.

Course Objectives

Program content focuses on technical knowledge, social skills, and management competencies required to be a successful CFO in today's business world. During this 5-day executive education program, participants will work with leading economic, financial management, accounting, audit, leadership, strategy, and corporate governance experts. Moreover, through coaching and experience-sharing sessions with outstanding CFOs of the industry, they will review up-to-date examples and cases and obtain practical knowledge and competencies to lead their organisation through globalization and growth.

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

- Developing necessary finance and management know-how for becoming a successful CFO
- Keeping up with emerging trends and methodologies in strategic financial management, analysis, reporting, and planning.
- Explore effective approaches to capital budgeting, financial forecasting, and resource allocation to maximize shareholder value.
- Enhance their capabilities to develop financial strategy and planning that would lead your organization to its objectives,
- Enabling to lead your organization and its team in elevating a strategic and innovative perspective on finance and related issues.
- Gaining a greater understanding of current trends digital transformation

Course Details

1. CFO role in the Business

- Evolution of the CFO role
- CFO creditability
- Business partnering concept.
- CFO & Board
- CEO & EXCO trusted advisor
- Growth talent & team management

2. Measuring and driving value

- Value drivers
- Value creation
- Measuring value creation
- Using debt financing to create value.

3. Corporate Finance

- Capital budgeting Process.
- Strategic investment appraisal decisions
- Capital -structure.
- Financing growth & expansion

4. Funding & Liquidity

- Cash management
- Investing excess cash
- Working capital financing strategies
- Forecasting

5. CFO & Risk Management

- Corporate governance as a system
- COSO framework
- Enterprise risk management
- Risk management tools

6. Strategic Management

- Purpose, vision, and mission
- Strategic planning
- Execution & Monitoring
- Business Growth paths
- Competition and Strategy
- Aligning corporate and financial strategy
- Leading change and transformation

7. Introduction to Data Analytics

- Why data analytics
- Types of analytics
- Analytic framework
- Tools & trends
- Automation and process improvement
- Cyber security and data governance

8. Trending CFO matters

- ESG considerations
- Supply chain management
- Global economy matters

9. Effective Leadership

- Building effective communication with stakeholders
 - Building a winning Finance team
 - Effective presentation & Persuasion
 - Personal branding
 - First 100 days of a new CFO
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Who Should Attend

CFOs, Finance Directors, Financial Controllers, CEOs, Treasurers, Finance Leaders, Auditors, Finance Officers, and Managers of business organizations, family corporations, and nonprofits. **While Cherno Gaye may join virtually, Ebrima Sawaneh and other speakers shall facilitate the event in person.**

Method

The course will be 5 days intensive program in The Gambia. It will include presentations, case studies, and some group work. In addition to the facilitators, there will be CFO & CEO guest speakers on specific areas.

Course Fees

The course fee is D50,000 (USD 850), covering food, course materials, and a certificate of attendance.

Faculties Profile



Cherno Gaye, CFA

Cherno is currently the CEO of FinCity, an Investment Advisory firm based in Kigali, Rwanda. Prior to this role, Cherno was the Chief Executive Officer of Cogebanque Plc.

His previous roles include CFO of BPR (part of Atlas Mara) & CFO and Deputy CEO of BRD Commercial Bank (a wholly owned subsidiary of Atlas Mara which was later merged into BPR), Chief Finance Officer of Banque Commerciale du Rwanda (BCR), now part of I&M Group and CFO of Maersk (Gambia) Limited, a subsidiary of AP Moller Maersk A/S Group.

Cherno also worked as an external auditor with both KPMG and Deloitte.

He currently serves on the board of Irembo (The Rwanda single platform for the provision of all Government to Business (G2B) and Government to Citizens (G2C) eServices. He previously served on the boards of Crystal Telecom (a listed company with an equity stake in MTN Rwandacell Limited – now dissolved following the listing of MTN) and Rwanda Energy Company – REC as Vice Chairman.

Cherno is a CFA charter holder and a member of the CFA Institute in Charlottesville, USA, the CFA Society of East Africa, and the CFA Society of South Africa. He is a Fellow of the Association of Chartered Certified Accountants (ACCA).



Musa Suwa, FCCA

Mr Suwa is a finance and banking professional with over 15 years of experience in Strategic Planning, Budgeting and Management reporting, Business performance and Monitoring, Financial control, and regulatory reporting. He gathered strong experience in other areas, such as Treasury, Operations, and Project Management and Implementation. Musa excels in strategic thinking and execution with a strong ability to identify and capitalize on opportunities to maximize returns and improve efficiency. He has over 10 years of leadership and senior management experience from the corporate entity level to senior group roles in financial management, strategy, and corporate performance.

He is the Chief Financial Officer - Corporate and Investment Banking (CIB) Group and Group Consumer Business. Musa poses strong expertise in stakeholder management, coordinating with 45 entities operating in 33 African countries and offices in France, UK, UAE, and China.

Musa is a Chartered Accountant and a fellow of the Association of Chartered Certified Accountants (ACCA) UK. He also holds an MBA with Specialism in Finance from Edinburgh Business School of Heriot-Watt University..



Ebrima B Sawaneh, FCCA

Ebrima is currently the Group COO & CFO at Arise Ports & Logistics, overseeing business, operations, finance & accounting functions of four subsidiaries and the Group. Before this role, he served as Vice President of Finance at Africa Finance Corporation, an African-focused \$10 billion financial institution developing infrastructure in Africa. He has previously worked as Assistant Manager & Deputy Country CFO of Ecobank Gambia & Operations Group of GTBank Gambia.

He is a chartered accountant with MBA in Finance and attended several executive education programs such as IBM Data Science, Wharton Leadership Certificate, and Harvard Business School Strategic CFO Course.

Ebrima is also a blogger, Amazon international bestselling author, and speaker on leadership, finance, and emerging matters. He has delivered lectures on banking, finance, strategy, career management, technology, and Corporate Governance (UK-based MBA Course) in Nigeria, Gambia, and Sierra Leone.

He is a member of the Institute for Mergers, Acquisitions & Alliances, a Member Institute of Directors, London, and Founding President of the Finance Leadership Forum. Ebrima is a Fellow of the Association of Chartered Certified Accountants (ACCA). He holds a bachelor's in applied accounting (Hons) from Oxford Brookes University and MBA in Finance from Heriot-Watt University.