



BUSINESS STRATEGY AND FINANCIAL PERFORMANCE PRE CONFERENCE WORKSHOP 17-19 MARCH

REGISTRATIONS FEES
K1,600,000

VAT EXCL |
PRICE INCLUDES DELEGATE TABLET GADGET



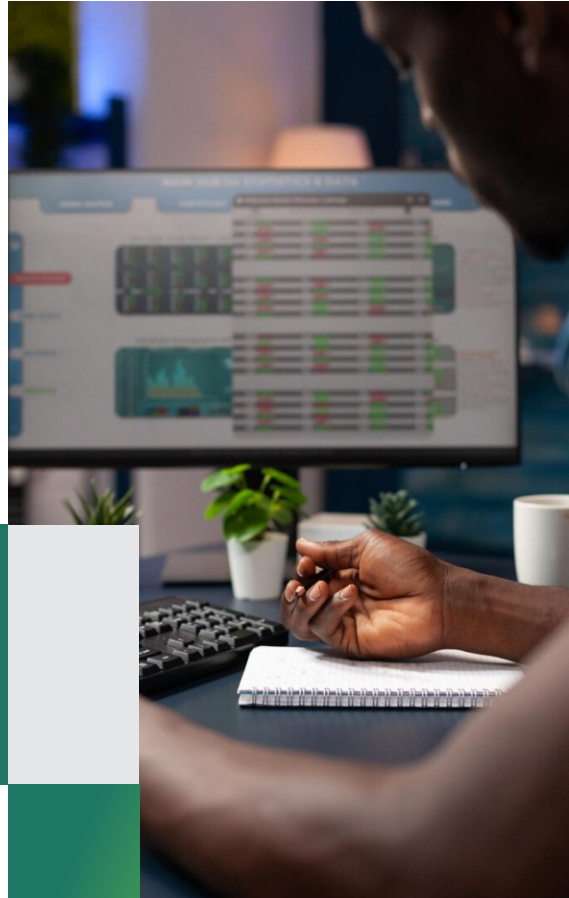
CHIEF FINANCE OFFICERS CONFERENCE 20-21 MARCH

REGISTRATIONS FEES
K1,000,000

VAT EXCL

**SUNBIRD LIVINGSTONIA
BEACH HOTEL**
MALIMA, MALAWI

admin@palgnet.com
Office Line: +265 886 797 782 |
0212 278 897 | 0998 429 138
Cell: +265 [0] 982 264 598
www.palgnet.com



CHIEF FINANCE OFFICERS CONFERENCE 2025

**20-21 MARCH 2025 | SUNBIRD LIVINGSTONIA BEACH HOTEL – SALIMA
08:00AM-16:30PM**

Where CFOs and finance executives unite to learn, lead, and excel

We are excited to introduce the first CFO Conference in Malawi. Today's Chief Financial Officers (CFOs) are increasingly expected to take on new roles and challenges beyond managing their company's finances and strategies. CFOs have become pivotal in decision-making processes, offering critical financial insights to steer the strategic direction of their companies. As McKinsey recently highlighted, "CFOs have unprecedented opportunities to assume leadership roles—collaborating with C-suite colleagues, line managers, investors, and boards—to concentrate on performance and capabilities, not just the numbers."

The CFO is now the CEO's strategic ally in driving value creation. Concurrently, the CFO must also inspire and lead a high-performance financial team.

Join us at the Pan African Learning and Growth Network (PALGNET) CFO Conference 2025 on the 20th and 21st March in Salima as we delve into "The Evolving Role of the Chief Financial Officers: Challenges and Opportunities," and learn how your organisation can confidently navigate these challenges and opportunities. The program also has a 3 day pre conference workshop on Business Strategy and Financial Performance scheduled to take place from the 17th to 19th of March. Please block off the whole week for learning, sharing and networking with fellow industry professionals and peers.

Who should attend?

- CFOs and Finance Directors
- Vice Presidents of Finance
- Heads of Finance and Accountants
- Finance Team Leaders and Finance Gms
- Finance Educators and Researchers

Why should you attend?

Gain access to sessions of the latest research specifically designed to help CFOs meet the demands of the future. Each session will have a particular area of focus that will help deliver what matters most to you and your organisation.

This two-day, high-level conference will delve into the following meticulously researched themes:

- The evolving and expanding responsibilities of CFOs and Finance Directors in a rapidly changing, complex, and volatile business environment.
- The CFO's contribution to driving corporate growth.
- Anticipating the unexpected – crafting more dependable budgets and forecasts amidst rapidly shifting scenarios and intense competition.
- Creating a nimble and adaptable finance department.
- Cultivating and managing a dynamic, high-performing finance team.
- Leading in human-centric organisations while exemplifying work-life balance.
- Enhancing decision-making in capital allocation and investment planning.
- The CFO's partnership with the CEO.
- Progressing to CEO and other advanced leadership positions.

20 MARCH PROPOSED PROGRAM

07:00 - 08:15

Registration, scene set and networking

08:15 - 08:30

Welcome and opening remarks

08:30 - 9:30

The Evolving Role of the CFO. The CFO's Crucial Role in Championing ESG and Transitioning to the Role of CEO or Other High-level Leadership Positions

9:30 - 10:30

The Socio-Economic and Political Environment: Implications for CFO Decision Making

10:30 - 11:00

Morning Networking Break

11:00 - 12:00

Digitisation and Technological Innovation in Finance and the Synergy of Finance and AI

12:00 - 13:00

The CFO as the CEO's Strategic Partner

13:00 - 14:00

Networking Lunch Break

14:00 - 15:00

Excellence in Financial Reporting

15:00 - 16:15

Breakout sessions

16:15 - 16:30

closing remarks and end of day on

21 MARCH PROPOSED PROGRAM

08:30-09:30

Building and Leading a High-Performance Finance Team

09:30-10:30

Cash Flow and Liquidity: The Ongoing Headache

10:30-11:00

Morning Networking Break

11:00-12:00

Effective Communication of Financial Strategy

12:00-13:00

Balancing Resilience and Well-being in the Finance Sector

12:00-13:00

Networking Lunch Break

14:00-14:00

Panel Discussions

PROPOSED PANEL DISCUSSION TOPICS (TO PICK ONE)

The CFO's role in unlocking Corporate Growth; Predictive and Dynamic Scenario Planning or Embracing Agile Methodologies in Finance



BUSINESS STRATEGY AND FINANCIAL PERFORMANCE

PRE CONFERENCE WORKSHOP 17-19 MARCH

08:30AM-16:00PM

Develop your strategic thinking and financial acumen in business to deliver faster and smarter decision-making, drive long-term sustainability in today's challenging markets.

BUILDING STRATEGIC THINKING AND FINANCIAL ACUMEN

Thinking strategically is no longer a skill confined to senior leaders; the greater executives understand business strategy and financial performance, the better they are able to develop strategic agility in the face of disruption and make faster and smarter decisions.

Business Strategy and Financial Performance will help you understand how a company's strategic agenda can evolve, and how you can use that understanding to better identify business opportunities for profitable differentiation. You will learn how to use those opportunities to strategise an execution plan, drive organisational alignment and ultimately improve financial performance.

BUSINESS STRATEGY AND FINANCIAL PERFORMANCE IS DESIGNED FOR:

- Finance Personnel
- High potentials looking to accelerate their development as business leaders
- Executives in functions such as HR and IT looking to improve their ability to act as business partners within their organisations
- Those responsible for B2B client relationships looking to deepen their customer understanding and to position themselves as strategic partners

SKILLS YOU WILL DEVELOP

Analytical thinking, data driven decision making, developing value proposition, financial acumen, strategy execution.

CONTENT OVERVIEW

The 3 day training workshop delves into the following key topics encompassing business strategy and finance management:



THE MEANING OF STRATEGY

- What is strategy and how does it fit with a dynamic external environment?
- What are the key trends in industry and what do performance differences look like across diverse sectors?
- How can strategy help you meet the challenges of market turbulence and disruption?

FOLLOWING THE VALUE

- How do you drive competitive advantage through added value and what are the challenges involved?
- Can you balance willingness-to-pay and resource costs, and what are the drivers you can leverage in B2B and B2C contexts?
- How do you anticipate shifts in market size?

MANAGING YOUR VALUE NETWORK AND FINANCIAL REPORTING

- Who captures value and how much?
- Can you use the industry value chain and Five Forces framework to map shifting dynamics, and analyse the impact of competition on value?
- How to understand basic financial statements and the impact of company strategy on its financials.

MEASURING INVESTMENT AND STRATEGIC PERFORMANCE

- How to understand the Balance Sheet in the context of strategic initiatives and investments
- What is the optimal way to use your Income Statement to measure performance?
- Can revenues and expenses be used to determine value to the customer?

ALIGNING ACTIVITIES

- Crafting your value proposition to drive added value and aligning your organisational activities with your value proposition
- Evaluating opportunities to implement generic strategies, Blue Ocean Strategy or support function strategy
- How to differentiate between business strategy and corporate strategy.

AGILE EXECUTION

- Are you ready to align value, activities and resources to drive strategy execution, and what will it take to rethink your strategy process for agility?
- How can you balance strategic agility with the need for longterm stability?
- What are the strategic partnerships that can fuel growth while mitigating risk?

MANAGEMENT CHOICES AND THE IMPACTS ON FINANCIALS

- What is the difference between cash flow and earnings, and can you use the statement of cash flows to understand sources and uses of cash
- How does ROIC tie to financial sustainability?
- What differentiates expensing and capitalising cash flows in terms of ROIC and how do management choices influence the numbers?

COURSE FACILITATOR



Watson Munyanyi, PhD, FIDBS's Services

Senior Postdoctoral Research Fellow
University of Johannesburg

Lecturer (Banking and Finance)
Great Zimbabwe University

Founder and Executive Secretary
The GRC Network Zimbabwe

Digital Business Fellow/Trainer
Institute for Digital Business Strategy

At the forefront of financial academia as a Senior Postdoctoral Research Fellow at the University of Johannesburg, Dr Munyanyi's contributions are rooted in a robust understanding of Fourth Industrial Revolution (4IR) implications for supply chains in SMEs. With a strong foundation in financial analysis, his research integrates into the realm of digital business strategy, enhancing the educational landscape and fostering innovation. Dr Munyanyi's tenure as a lecturer at Great Zimbabwe University spans over a decade, where he's honed his expertise in corporate finance to shape the next generation of financial strategists. By leveraging tools like Microsoft Excel for advanced financial modeling, his team has equipped students with the practical skills needed to navigate the ever-evolving financial sector, demonstrating a steadfast commitment to bridging theoretical knowledge with real-world application.