RUQQI

CORPORATE PROGRAM

# Finance for Decision-Makers

## المالية لصنّاع القرار

A business finance program for managers who own a budget, a site or a P&L line — taught on your organization's own numbers.

## The business problem

Managers decide on costs, prices, hiring and spending every week, but many cannot put a number on those decisions or defend them in a finance review. Generic courses rarely change that.

## Who it's for

Area, branch and site managers, department heads, operations, commercial and project managers, and newly promoted directors — anyone who owns a budget or a P&L line.

| DURATION | FORMAT | LANGUAGE | DELIVERY |
|---|---|---|---|
| 16–24 contact hours | In person, live online or blended | Arabic, English or both | In-house, one organization per cohort |

## What participants will be able to do

1. Read your company's P&L, balance sheet and cash flow, and explain what drives your unit's result.
2. Tell profit from cash, and estimate the cash effect of a decision before making it.
3. Use contribution margin and break-even to judge pricing, volume and cost decisions.
4. Build a driver-based budget for your area, and explain its variances.
5. Present a business case with return, payback and risks that a finance panel can approve.

## Seven modules

1. **How our company makes money** — the three statements, read through your own accounts
2. **Profit is not cash** — receivables, inventory, payables and the cash cycle
3. **Costs, margin and pricing** — fixed and variable costs, contribution margin, break-even
4. **Owning a budget** — driver-based budgets and variances you can explain
5. **KPIs that matter here** — the few measures that link your team's work to the result
6. **Investment decisions** — return, payback and NPV in plain language
7. **Capstone: the unit P&L clinic** — teams take an anonymized branch or site P&L from your company, find what drives its margin, propose two actions with their profit and cash effect, and defend them to your CFO or COO

## How we tailor it to your organization

### Same core program, built on your numbers.

**1 Diagnose**
A short diagnostic and a sponsor call to agree the problem and the measures.

**2 Adapt**
Cases rebuilt on your P&L, budgets and KPIs, with examples from your sector.

**3 Deliver and review**
Sessions on your schedule, then a 90-day review of what managers applied.

**We tailor:** your accounts and KPI pack, sector examples, the Arabic–English mix, the level (supervisors or directors) and a schedule that avoids month-end.

**Stays the same:** the five outcomes, the seven modules, the diagnostic and capstone, and the 90-day review.

## How results are measured

**Learning**
Pre- and post-program diagnostic and a capstone rubric.

**On the job**
Budgets, variance notes and business cases reviewed at 60–90 days.

**Business**
Indicators you choose, tracked against your own baseline.

YOUR INSTRUCTOR

**Mostafa Hussein, CFA, CMA**

About 13 years in finance and accounting, including PwC Middle East. Has taught at Cairo University and the American University in Cairo. 140K+ people follow his free finance lessons on YouTube.

**Start with a 30-minute scoping call**

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