



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

P.O Box 21457-00100

Nairobi - Kenya

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Crisis-Proof Financial Planning: Budget Optimization, Liquidity and Risk Management

Duration: 5 days

On-Site

01 Who Should Attend

- Financial analysts
- Treasury professionals
- Management accountants
- Corporate planning professionals
- Risk-management professionals
- Procurement and supply-chain managers
- Operations and business-unit managers
- Strategy and business-transformation professionals
- Project and programme managers
- Senior executives responsible for financial resilience and organizational performance



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02 About the Course

Resilient Finance: Budget Optimization in Times of Economic Crisis is an advanced practical training course designed to equip finance, budgeting, FP&A, treasury, strategy, and senior management professionals with the skills required to protect financial stability and optimize organizational resources during periods of economic uncertainty.

The course explores how organizations can respond to **inflation, recession, currency volatility, rising interest rates, supply-chain disruptions, declining revenues, and tightening liquidity** through disciplined budgeting and strategic financial management. Participants will learn how to identify cost-saving opportunities, prioritize critical expenditure, restructure budgets, protect cash flow, stress-test financial plans, and maintain strategic investments while navigating economic shocks.

03 Workshop Objectives

- Understand the financial and operational impacts of an economic crisis.
- Implement rapid cost reduction strategies without compromising core functions.
- Develop a robust framework for cash flow preservation and liquidity management.
- Master scenario planning and analysis to prepare for various outcomes.
- Reallocate resources strategically to protect essential business units.

04 Module Topics

Module 1: Diagnosing the Financial Impact



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- Understanding the key indicators of a financial crisis.
- A step-by-step guide to assessing your organization's exposure.
- The critical role of financial dashboards and real-time data.
- Identifying core business functions and non-essential spending.
- Creating an initial crisis budget and a communication plan.

Module 2: Strategic Cost Management

- Differentiating between cost cutting and strategic cost management.
- Implementing a zero-based approach to justify all expenditures.
- Analyzing and reducing discretionary spending.
- Renegotiating contracts with suppliers and vendors.
- Managing personnel costs and workforce planning.

Module 3: Cash Flow and Liquidity Preservation

- The importance of cash flow in a crisis.
- A guide to building a short-term cash flow forecast.
- Strategies for accelerating accounts receivable collections.
- Managing and extending accounts payable.
- Exploring emergency credit lines and financing options.

Module 4: Scenario Planning and Risk Mitigation

- The process of identifying and prioritizing key risks.
- Developing a "worst-case," "base-case," and "best-case" scenario.
- Building dynamic financial models for "what-if" analysis.
- Using sensitivity analysis to identify key variables.vvvvvvvv
- Creating contingency plans for each scenario.

Module 5: Restructuring the Budget for Resilience



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- The principles of priority-based budgeting.
- Reallocating resources from non-essential to critical functions.
- The role of core capabilities in long-term survival.
- Budgeting for agility and a quick pivot.
- Case studies on successful budget restructuring.

Module 6: Leadership and Communication

- The art of communicating tough financial news.
- Engaging stakeholders and gaining organizational buy-in.
- Leading with empathy and transparency.
- How to manage team morale during a crisis.
- Using financial data to build trust and accountability.

Module 7: Technology and Tools

- Using financial planning and analysis (FP&A) software.
- Leveraging business intelligence (BI) for real-time reporting.
- The role of automation in streamlining financial processes.
- Tools for dynamic forecasting and scenario modeling.
- Best practices for data integrity and security.

Module 8: Final Workshop and Action Plan

- A comprehensive capstone project integrating all modules.
- Participants work in groups to create a crisis budget plan.
- Presenting your plan to the class for feedback.
- Developing a personal action plan for your organization.
- A final Q&A and best practice sharing session.