BPP
LYCEUM EDUCATION GROUP

Budgeting beyond the numbers:

Mindset, Metrics, Meaning

9-10 November 2026
420 € + TVA

Agenda

Finance as Storytelling

- The Role of Finance Beyond Numbers
- Finance as a business partner – not just a reporting function
- How mindset and communication shape trust and influence

Finance that Builds Credibility

- Budgeting that Drives Business Alignment
- Forecasting with Agility and Foresight

Variance Analysis that Matters – move beyond "explain the gap" to "understand the why"

- Moving from "What happened?" to "Why and What's next?"
- Turning variance reports into conversations that drive action

Delivering numbers with confidence- Financial Mindset – work with your beliefs, not against them

- Stakeholder Conversations – tailor financial dialogue to audience expectations
- Structuring messages for impact

KPIs & Variance Analysis that Drive Business Decisions

- From Numbers to Drivers: Understanding the Story Behind KPIs
- Diagnosing Cost & Sales Variances Like a Pro
- Forecasting the Impact of Today's KPIs
- Choosing the Right Lens: When Standard KPIs Aren't Enough

From Finance Expert to Strategic Partner- take ownership of the narrative, not just the report

Live Simulation & Feedback

Presenter

Claudia Ulianov

Claudia Ulianov, Strategic Finance Connector — the bridge between numbers, people, and purpose.

With 18+ years in finance, Claudia led finance and accounting processes for multinational teams and $10M+ portfolios. She blends technical excellence with the human side of numbers — turning budgeting, forecasting and variance analysis into real business alignment.

Today, she trains finance teams to move from reporting to influencing. Her focus: mindset, metrics and meaning.

Claudia believes finance is not just about numbers — it's about the story we choose to tell, the clarity we bring to decisions, and the confidence we build across the business.

Location: BPP Romania, 57 Dr. Nicolae D. Staicovici Street, 2nd floor, District 5, Bucharest

The course will also be delivered live online on Teams for those who cannot attend in person.

Schedule: 9:00 a.m. to 4:30 p.m.

Language of the course: Romanian

Language of materials: English/Romanian

Register at bucharest@bpp.ro