

# Building Business Acumen

The missing ingredient to collaboration and effective leadership

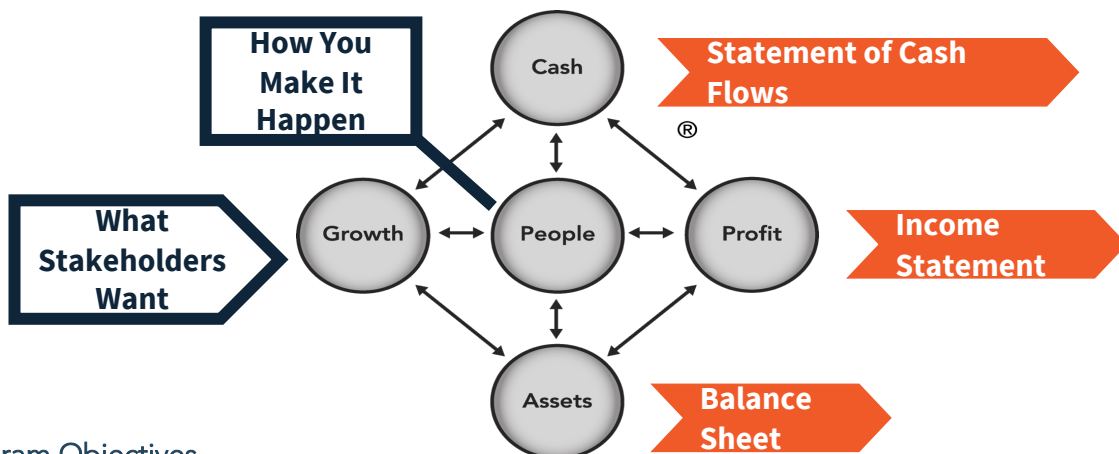
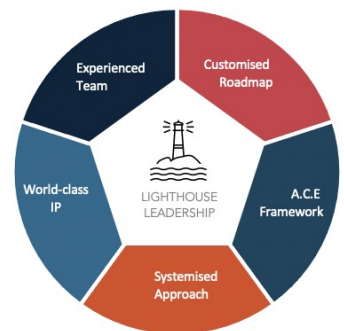


**THE WHY:**  
There is a lack of commercial understanding of the company strategy, not enough collaboration and silo-focused way of operating in the business.

## PROGRAM: KEY ELEMENTS

This program is the leading Business Acumen skills development and acquisition program globally.

- The program helps participants understand core financial information such as P&L, balance sheets and cash flows.
- In considering their company's strategy, competitors and through sharing case studies and completing practical exercises, participants build a practical action plan to embed into their work environment post program
- Specialised facilitators have a deep and unique understanding of your industry and markets through extensive corporate experience.
- This intimate market experience and product knowledge is invaluable in the customisation and delivery of enterprise programs.



## Program Objectives

- Use the 5 Business Drivers framework to understand how the company makes money.
- Develop a working knowledge of company financial statements and strategy.
- Align role decisions with executive initiatives.
- Improve audience engagement by understanding how to communicate with influence using the financials, the common language of business
- Identify 2-3 business priorities and develop a personal action plan to drive results.