

Acumen Learning Facts

Corporate Overview

- » Acumen Learning was formed in 2002, as a result of a partnership between Kevin Cope, Stephen M.R. Covey, and Ram Charan's content.
- » Building Business Acumen® (BBA®) has been implemented at 16 of the Fortune 50 and dozens of leading companies known for their training programs.
- » Acumen Learning has taught over 50,000 people across 25 countries.
- » Ram Charan is rated *"the most influential consultant alive"* (Fortune Magazine, April 2007).
- » Everyone quotes Ram, but only Acumen Learning is permitted to teach the 5 Business Drivers from his best seller, *What the CEO Wants You To Know*.

Experience

- » For over 20 years Kevin Cope, President and CEO, has worked with world-class companies teaching leadership and business acumen.
- » Kevin is the former President of FranklinCovey International. He began his training career working for Covey Leadership Center in 1989.
- » Kevin has hand-picked a group of consultants with expansive training experience coupled with real-world business savvy.
- » Acumen Learning trainers bring the credibility of master's degrees, executive-level management experience, or both.
- » Trainers hold their own with all levels of class participants from individual contributors to senior executives with finance backgrounds.

The Advantage

- » Acumen Learning does one thing: Business Acumen training. Others offer Business Acumen as one of several offerings, making it only part of what they do.
- » Most who attempt to make business

acumen their focus are professors turned consultant. Their classes are typically more expensive, academic in nature, not as relevant, and less action-oriented (more emphasis on business literacy than true business acumen).

- » Popular competing solutions are game-based or generic simulations. They lack the depth and breadth of a fully customized solution, therefore they struggle to address the day to day challenges of your business.
- » BBA® has been tested and proven to be engaging, relevant, and actionable.

Raving Feedback

- » When evaluated against internal and external offerings, BBA® is preferred by industry leaders, because it communicates their strategy directly to their people.
- » BBA® is a foundation block for well known training organizations that have made it required curriculum.
- » BBA® consistently receives the highest marks among all courses offered by client learning organizations.
- » Acumen Learning consistently receives the highest ratings at professional conferences (ASTD, SHRM, Microsoft WPC).

Partner With Us

- » Acumen Learning establishes long-term relationships with talent management teams, helping them connect learning strategies to business strategies - earning them a seat at the table in business discussions.
- » Acumen Learning prides itself in delivering beyond the expected; content is updated every session to reflect your current financials, external factors, and internal messaging.
- » Real-time news, analyst reports, and executive quotes are incorporated to ensure the course is always relevant.
- » Consistent feedback from participants is that they are genuinely surprised when they learn that their trainer is not an employee of their company.



» Course Feedback

"I was surprised how much I learned about our business by someone from the outside!"

"I learned more in this 2-day exercise about the essence of business than when I earned my MBA."

"It's scary how much I have lost since my days in business school!"

"I wasn't looking forward to this training, wrongly thinking it was going to be boring."



Contact Acumen Learning to be put in touch with someone who can answer your questions:

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