

# BBA® Quarterly Calls

## Overview

Acumen Learning's Building Business Acumen® (BBA®) Quarterly Calls are designed to be a follow up to your corporate earnings calls. Conducted by an Acumen Learning financial consultant, each participant develops a deeper understanding of the company's quarterly numbers, gains insight into executive messages, and learns how to think and act more strategically.

## Call Objectives

Every call links our 5 Business Drivers model to your company's quarterly financial statements and executive messages, and teaches employees how to use their business acumen to get results.

A typical call begins with a review and an analysis of the first three business drivers:

- » **Cash:** From the company's **Statement of Cash Flow** your workforce will gain an appreciation of how the company gets and uses cash.
- » **Profits:** An assessment of the company's **Statement of Income** will help employees understand top line and bottom line results.
- » **Assets:** A thorough review of the company's financial strength will be derived from the **Balance Sheet**.

Each participant will walk away with an objective review of the company's financial health. But even more importantly, they'll be taught the same systematic approach, including simple to understand formulas, that can be used to analyze the financial position of any company.

Following this comprehensive review and analysis, the call shifts to the final two business drivers:

- » **Growth:** A look into the company's quarter over quarter growth and a review of the competition will help employees see more clearly what the company must do to win in the marketplace.
- » **People:** Employees will better understand the impact that people (employees, suppliers, creditors, etc.) have on the business.

With a solid understanding of the 5 Business Drivers and a more complete view of the company's financial outlook, participants are challenged to make a personal difference - to use their business acumen to articulate the short-term and long-term impact of their business decisions, and carry out strategies that will help grow the company.

## Results

Understanding how seemingly unconnected business decisions impact the financial health of the company is critical, especially when you're the one with the challenge of turning knowledge into profit.

Deploying BBA® Quarterly Calls as part of your overall knowledge strategy will help keep your workforce focused on the fundamentals of business and inspire and teach them how to use their business acumen to drive profitable and sustainable growth.



## » Four BBA® Quarterly Calls:

$\$5,000 \times 4 = \$20,000$   
Unlimited Participants\*

## » One BBA® Quarterly Call:

$\$7,500$  (or daily standard rate)  
Unlimited Participants\*

Each 1 hour BBA® Quarterly Call includes 2 hours of research and customizing to ensure that the content is highly relevant and transferable into the workplace.



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

1 877 224 5444 U.S./Canada  
1 801 224 5444 Worldwide  
1 801 224 5449 Facsimile

## Acumen Learning

226 North Orem Boulevard  
Orem, Utah 84057 USA

info@acumenlearning.com  
www.acumenlearning.com

*\*The client is responsible for providing and supporting either a conference bridge or some other means of company-wide delivery.*



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