

Executive Overview

# Applying Business Acumen®

Based on the #1 Best-Seller *Seeing the Big Picture* by Kevin Cope



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acumenlearning

Applying Business Acumen®

# Teach Your Leaders How to Act Like CEOs

Applying Business Acumen is the next step in your employees' business acumen journey as they develop professional skills to listen and align to executive communication, understand the factors that guide business decisions, and plan and execute on top priorities. In short, learn to act like a CEO.

## *The problem...*

A recent study showed that **65%** of leaders believe that insufficient business acumen limits a strategy's potential. In order to succeed, leaders need to have faith that their employees will be able to successfully carry out these strategies.

## *Your solution awaits...*

When employees have business acumen, productivity accelerates, engagement improves, and solutions come together as individuals, teams, and executives align around common objectives.

In our experience working with top performers from around the world, we've learned that the

best employees use their strategic, financial, and business acumen to:

- ✓ Learn how to align your agenda to executive priorities communicated in Earnings Calls
- ✓ Perform a GAP analysis and calculate ROI, payback period, and discounted cash flow
- ✓ Understand quantitative and qualitative factors contributing to corporate decision making
- ✓ Learn 4-stage process to guide project management through successful execution





One of the greatest strengths of Acumen Learning is that we customize our content to every individual client and to each audience. That means we'll speak to each driver through the lens of your business, break down your company's most recent earnings call, use a gap analysis to work through business problems relevant to your company, and look at your key initiatives. Even the course modules are customizable! Pieces can be moved around, expanded upon, or removed entirely based on your objectives.

The course consists of four modules:

#### **Module I: Building Business Acumen Quick Review**

We'll review the five business drivers that all companies use to drive towards their goals, and measure financial results.

**"I have used the Business Acumen training to help business leaders and executives better see the big picture and to better understand the connections between the levers they use to drive the business forward."**

Stuart Raetzman  
Executive Chairman

#### **Module II: How to Listen to an Earnings Call**

Earnings calls allow you to get a look inside of your business and better understand your company's strategy and key metrics. This section will allow you to align your actions to corporate strategies and goals so your team's decisions maintain your company's direction.

#### **Module III: How to Understand Corporate Decision Making**

You'll learn how to use a gap analysis to evaluate a decision or alternative solution. Using this information, you'll be able to look at quantitative and qualitative factors to craft your business case.

#### **Module IV: How to Plan and Execute Your Initiatives**

Walk through how to identify key strategic initiatives, align them with your company's strategy, and create a winning plan!



### *A course on your business*

Our multi-pronged approach will provide a scalable, sustainable, and cost-effective solution regardless of chosen modality (4hr, 6hr, 12hr onsite or virtual, online, or any combination thereof). Providing you a "one-stop-shop" partner for strategy, finance, and business acumen training.

### *We know your industry*

Our consultants have worked directly with over 200 different companies and have conducted research on all of their top competitors. This gives them an unparalleled perspective into a wide range of industries. What are the main strategies for driving growth in retail? How are hospitals navigating new industry regulations? Who's leading in the energy sector? We know the answers to these questions and more, and we'll give your teams the tools they need to become similarly sophisticated.

### *CEOs want business leaders...*

CEOs need employees who aren't just great at their role but exceptional business leaders. Someone who can help them along the path forward. A business leader who make strategic, data-driven actions. In other words, your CEOs wants to have business people who just so happen to be in HR or IT or Engineering.

As such, your training will have a particular focus on executive needs. Participants will be taught how to quickly analyze your company's communications from a strategic and financial perspective and create action items around that strategy.

**"The Acumen Learning team deliver the absolute best business acumen training on the market. In a former company where I worked, even the Finance and Accounting folks said they learned a lot from the session. It is worth the time to check out what Acumen Learning has to offer."**

Todd Harrison, Ed.D.  
Director, Global Organizational Effectiveness and Talent

### *Let's Talk*

Contact Acumen Learning to be put in touch with a business acumen expert who can guide you through your solution implementation:

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