




acumenlearning

Executive Overview

Building Business Acumen®

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



9 out of every 10 employees don't understand important business metrics.



acumenlearning

Building Business Acumen®

Turn Your Leaders Into Business Leaders

Our customized Building Business Acumen® course will help any professional from any industry, understand the big picture of their business, align decisions to corporate strategy, break down communication barriers, take advantage of opportunities to grow, and much more.

The problem...

Studies show that **70%** of employees are disengaged and **95%** don't understand their company's strategy. Too many companies have employees who are more interested in getting their work done than seeing how their work contributes to the bottom line.

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:

- ✓ Use the 5 Business Drivers to understand how your company makes money
- ✓ Develop a working knowledge of financial statements and strategy
- ✓ Align your individual and team decisions with executive initiatives
- ✓ Improve engagement by helping employees recognize the importance of their role





- ✓ Identify 2-3 business priorities and develop a personal action plan
- ✓ Make bolder and faster business decisions

A great strength of Acumen Learning is that we customize our content to every individual client and to each audience. That means, at a minimum, we use your financial statements, and your customers', to teach strategy, finance, and business acumen in your company's voice, and exercises you choose to ensure direct application of the concepts in each participant's role. In light of your objectives, pieces might be moved around within the program frameworks,

"Want to transform your workforce to think like business owners? Acumen Learning can provide the strategic lever to do just that. I've worked with Acumen Learning in two industries and they are world class. Ben Cook, President of Acumen Learning was our facilitator both times and to hear him speak, you'd think he was an employee of our company. Talk about modeling the way."

Suzanne Moore - Parzyck
Global Director, Talent Management

or supplemented with additional tools and experiences, or removed entirely, as we work together to customize a robust curriculum based on our three-part approach.

Part I: The 5 Business Drivers

All companies make business decisions, drive toward their goals, and measure financial results using 5 business drivers. Leveraging these drivers will make a measurable difference in your company.

Part II: Navigating Numbers

The 5 Business Drivers are rooted in any company's financial statements. This gives them real-world applicability, so that you can quickly move from the "What?" to the "So What?" to the "Now What?"

Part III: Acumen in Action

You'll get tools, activities, and follow-up resources to help you leverage company and industry data, take the lead on opportunities, and apply your new skills... not just once... but throughout your career.



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:

☎ 801 224 5444

✉ info@acumenlearning.com

🌐 acumenlearning.com

