



acumenlearning

Executive Overview

# Virtual: Building Business Acumen®

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



72% of executives report their companies adopting permanent remote-working arrangements.



Virtual Training: Building Business Acumen®

# Reach Everyone

Whether working from home or at the office, business acumen training can be a part of your workforce's curriculum. Since 2010, Acumen Learning has been pioneering virtual instructor-led courses, and there's no time like the present to teach your employees what executives need them to know and do.

## *The problem...*

Nearly **40%** of the workforce in the United States has the potential to work from anywhere. It's expected that there will be a **20%** reduction in corporate travel spending by 2023.

## *Your solution awaits...*

Virtual Instructor-Led Training replicates our customized classroom experience. Your customized Building Business Acumen virtual course will teach your employees wherever they are to be smarter business leaders without compromising on quality.

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:

- ✓ Understand your customers' key business drivers and financial statements
- ✓ Achieve alignment with your customers' key stakeholders
- ✓ Iterate your ideas to improve your customers' return on investment
- ✓ Package your ideas and their financial outcomes into well-structured business cases

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, 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

**"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

using 5 business drivers. Leveraging these drivers will speed up your sales cycle.

### 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.

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 sales teams the tools they need to become similarly sophisticated.

### *Do your employees understand the business of your business?*

While most people understand their job, only one out of ten understand metrics that are important to their CEO, and 95% don't understand their company's strategy. You end up with employees who are more interested in only getting their work done than in seeing how their work contributes to the bottom line. But when employees have business acumen, productivity accelerates, engagement improves, and solutions come together as individuals, teams, and executives align around common objectives.

### *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.

**"Kevin and 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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