

Business Acumen For Leaders

Overview

Students will learn to understand the mechanics of the organization – reading and interpreting financials, making sound business decisions, and setting a course – while also developing the skills to guide and direct your workforce.

Target Audience

Professionals desiring to improve their business planning, financial management, and decision-making skills and practice them in an ethical and professional manner

Course Objectives

After completing this course, students will know how to:

- Recognize the importance of the big picture in business planning
- Leverage financial information to make sound business decisions
- Identify the importance of other financial levers to your business
- Understand the importance of ethics on long term business success
- Appreciate how business etiquette affects your organizational success

Course Outline

1 - Gaining a Wider Perspective

Understanding Business Acumen
Improving Long and Short Term Interactions
Finding and Recognizing Growth Opportunities
Making Mindful Decisions
How to Relate to Others

2 - Understanding the Numbers

Developing, Defining, and Reporting Key Performance Indicators (KPIs)
Keeping Up with the Business
Understanding Sales, Costs, and Profit Margin
Monitoring Assets, Liabilities, Equity, and Financial Ratios
Reviewing Income Statements, Balance Sheets, and Cash Flow Statements

3 - Management Considerations

Recognizing Talent and Organizational Management

Thinking Critically – Asking the Right Questions, Evaluating the Situation, and Making the Decision

Leveraging the Organization – Investing in Employees and Customers, Process Improvement, and Goal Alignment

4 - Business Ethics

Ensuring Ethical Obligations are Met

Understanding Roles and Responsibilities

Balancing Personal and Organizational Ethics

Managing Ethically – Maintaining the 4 P's

5 - Business Etiquette

Maintaining Etiquette across Communication Platforms – Email, IMs, and Telephone

Following Etiquette in Meetings

Delivering Etiquette in Customer Interactions
