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## 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

[Register Online](#)

### Schedule

Class Length: 2 Days

G2R = "Guaranteed to Run"   OLL = "Online LIVE" ILT = "Instructor-Led-Training"					
12/14/20	G2R	9:00AM - 5:00PM	Norfolk-Virginia Beach, VA	OLL	\$1,500.00
03/18/21		9:00AM - 5:00PM	Norfolk-Virginia Beach, VA	OLL	\$1,500.00

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### **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

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