Business Acumen Workshop

Comprehensive Skill Building for Business People

The Business Acumen Handbook

Everything You Need to Know to Succeed in the Corporate World

STEVEN HAINES

AUTHOR OF *THE PRODUCT MANAGER'S DESK REFERENCE*
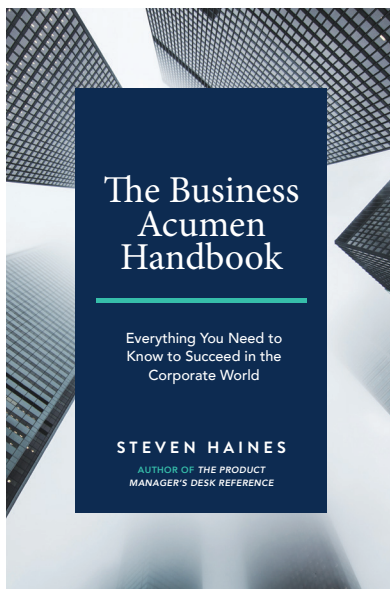
LEADERS RELY ON BUSINESS PEOPLE to see the big picture and get things done. They want mindset and mojo, all in one! The problem is that all business people aren't wired that way, and that's where the Business Acumen Institute comes in. The Business Acumen Institute focuses on one thing, and one thing only: to make business people better so they can collaborate, solve problems, execute on strategy, and deliver results to the firm.

THE BUSINESS ACUMEN WORKSHOP IS FOR PEOPLE WHO ARE:

✓ New to a company and need to understand how the gears of a company work

✓ Moving into a business role from a non-business functional role

✓ Managers who want a refresher on business acumen, or who are being readied for a leadership roles


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Workshop Goals

The main idea behind this interactive workshop is to help managers understand the pillars of their company's business, and to operate more effectively and efficiently.

AFTER COMPLETING THIS WORKSHOP, PARTICIPANTS WILL BE ABLE TO:

- Understand and apply the dimensions of business acumen that focus on people, processes, projects, and products so that everyone sees the "big picture of business."

- Incorporate finance, strategy, and performance management into your professional mindset.
- Develop a model for how to effectively communicate with, and influence others.

- Understand complex situations, evaluate facts and data, and make better decisions.
- Create a purposeful career and professional development strategy

PEOPLE & TEAMS	PROCESSES	PROJECTS	PRODUCTS

FINANCIAL MANAGEMENT	STRATEGIC MANAGEMENT	PERFORMANCE MANAGEMENT	YOUR PLAN
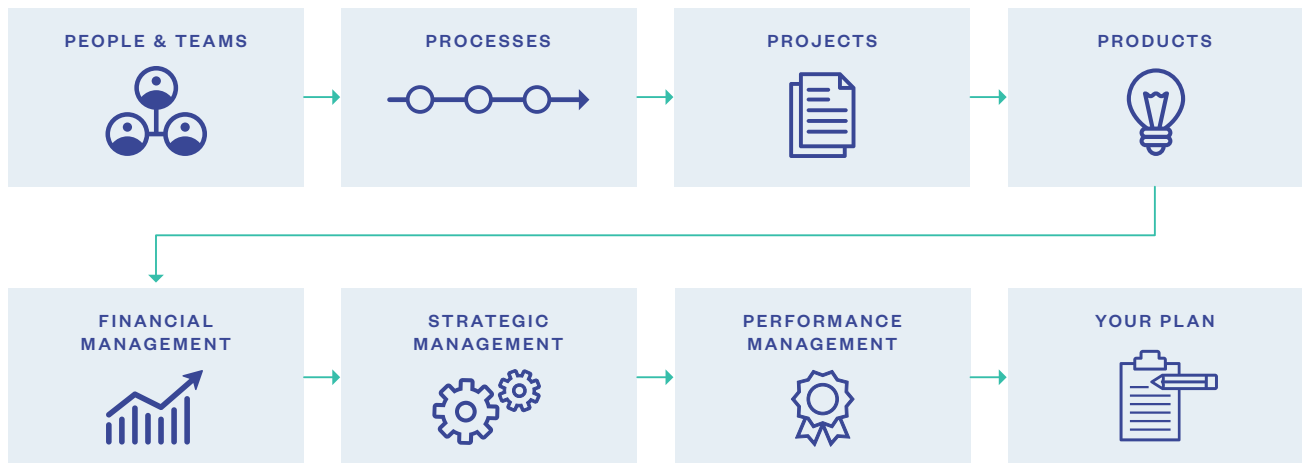
THE BUSINESS ACUMEN WORKSHOP ROADMAP

Business Acumen Workshop Outline

This outline follows the course map shown above. In addition, this workshop is punctuated by 14 interactive exercises designed to reinforce key concepts.

1 DESCRIBING KEY DIMENSIONS OF BUSINESS ACUMEN:
Seeing the big picture of business

2 WORKING WITH PEOPLE AND TEAMS:
Influencing others and accumulating political capital

- Collaborating, Managing, and Leading
- Managing up and across

3 LEVERAGING PROCESSES TO GET WORK DONE:
Learning how processes contribute to goal attainment

- Evaluating how processes are interconnected
- Analyzing and improving processes
- Identifying and solving problems

4 APPLYING PROJECT MANAGEMENT PRACTICES:
Understanding the basics of project management

- Synchronizing teams using project management
- Clarifying roles and responsibilities

5 PRODUCTS:
Appreciating customers and customer needs

- Showing how products solve customer problems
- Positioning products for competitive advantage
- Learning how your products came to life
- Conducting a make-vs-buy analysis

6 FINANCIAL TECHNIQUES:
Understanding financial statements

- Applying essential budgeting techniques
- Analyzing a P&L
- Getting everyone into the numbers game

7 STRATEGIC MANAGEMENT:
Building blocks of strategy and strategic thinking

- Linking your work to the strategy of the company
- Identifying strategic opportunities

8 PERFORMANCE MANAGEMENT:
Achieving results

- Utilizing tracking metrics
- Determining sources and uses of data
- Associating data back to the strategy
- Evaluating financial and strategic impacts of decisions

9 PROFESSIONAL DEVELOPMENT:
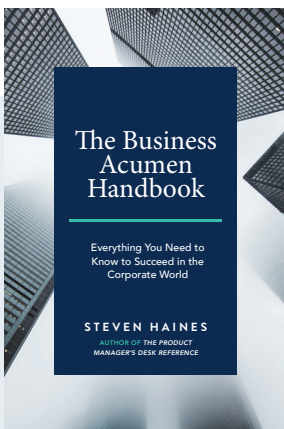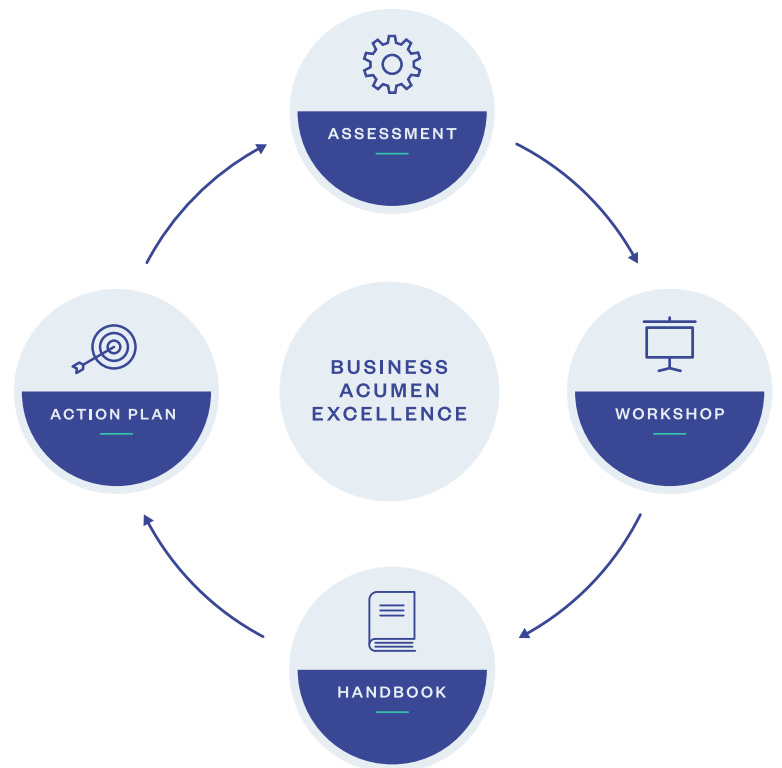Developing a professional action plan

Let's Get Started Contact Us Today:

business-acumen.com/get-in-touch/

A Unique Program

It's not just a workshop, it's a true professional development program made up of four building blocks.

✓ **A SELF-ASSESSMENT:**
To help participants understand their current level of business acumen

✓ **THE BUSINESS ACUMEN HANDBOOK:**
As a durable reference of business best practices

✓ **AN INTERACTIVE WORKSHOP:**
An interactive environment to learn and think

✓ **A PROFESSIONAL DEVELOPMENT ACTION PLAN:**
A Purposeful Professional Development Strategy Workbook for participants

ASSESSMENT

WORKSHOP

HANDBOOK

ACTION PLAN

BUSINESS ACUMEN EXCELLENCE

The Business Acumen Handbook

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RESOURCES FOR PARTIPANTS:
Each person receives a comprehensive course workbook and a copy of the book "The Business Acumen Handbook"

A N D

An online business acumen assessment
survey.sequentlearning.com/s3/business-acumen