

# The Business Acumen Canvas

A TOOL TO HELP YOU VISUALIZE THE  
DIMENSIONS OF BUSINESS ACUMEN

## THE VISIBLE GAP

The success of any enterprise is based on two things: its products & services and its talent pool. Most firms have a grasp on the cycles of innovation and in the effective management of its products and portfolios. However, from the point of view of business talent, there are some gaps.

Based on research conducted by the Business Acumen Institute, leaders believe the most visible gap is related to the skills and capabilities that comprise 'business acumen'.

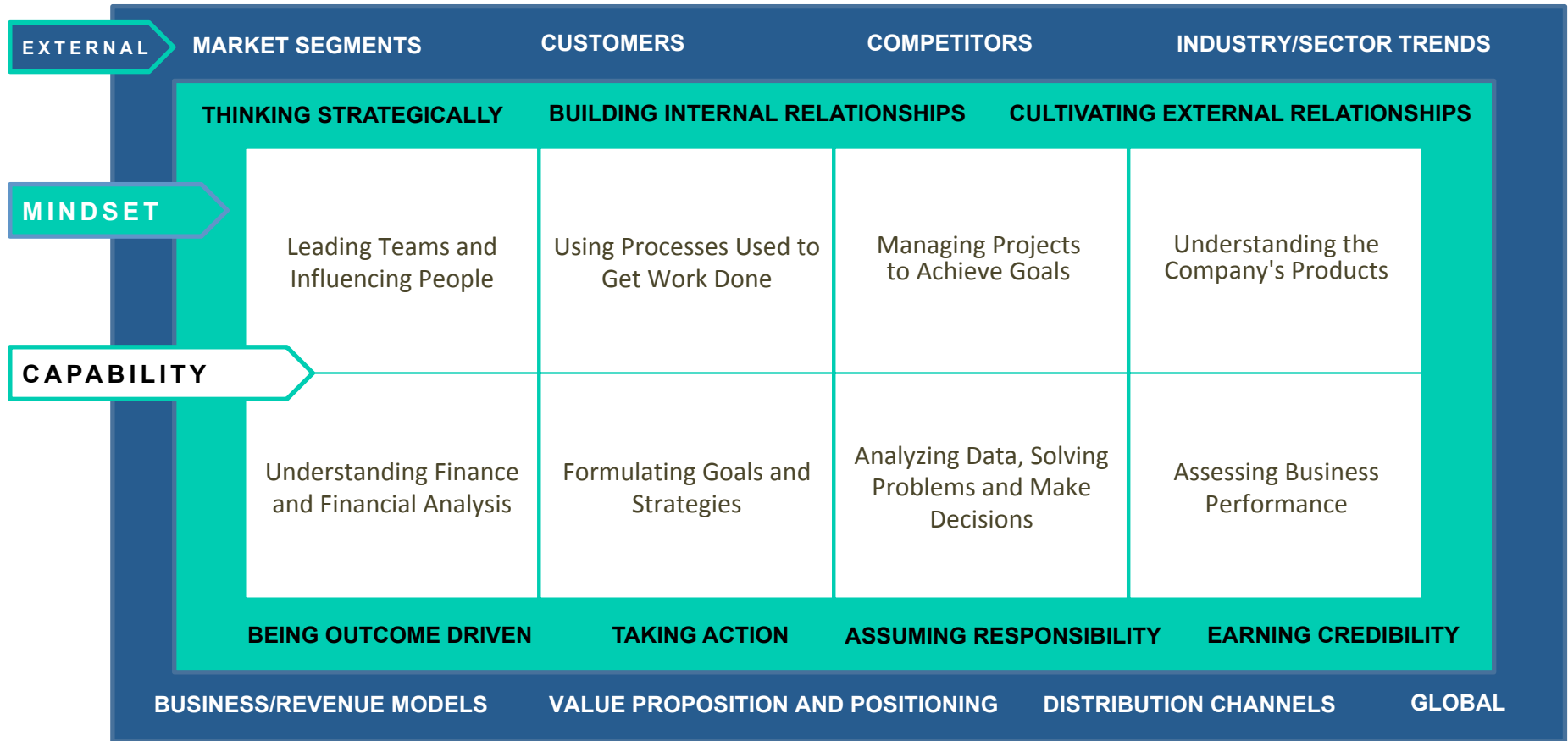
## THE BUSINESS ACUMEN CANVAS

The Business Acumen Canvas is a tool that you can use to visualize the dimensions of business acumen, and to more effectively target the areas that must be cultivated. Within the context of the external environment in which the company operates, there are two distinct levels of business acumen:

- **MINDSET:** those characteristics that are associated with people who can see the big picture and connect the dots.
- **CAPABILITY:** those distinct areas that comprise the company's business activities.

We want to help you cultivate business talent so that you can more effectively compete and win in the market.

# The Business Acumen Canvas





# The Business Acumen Handbook

The main idea behind [The Business Acumen Handbook](#) is to help managers understand the pillars of their company's business, and to operate more effectively and efficiently. After reading this book, you'll be able to:

- Understand and apply the dimensions of business acumen that focus on people, processes, projects, and products so that you can see 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 business situations, evaluate facts and data, and make better decisions

[The book](#) is filled with tools, templates, exercises, and guidelines. It also introduces readers to their own individual business acumen assessment so that they can create a purposeful career and professional development strategy.

