



[View Full Course Details including Latest Schedule Online](#)

PHOENIX TS

Business Acumen Training

This course is designed to improve your effectiveness at business decision-making.

Course Overview

Our 2-day, instructor-led, Business Acumen Training course will help participants improve their judgement and decision skills. This training will address:

- Financial literacy
- Business sense
- Managing risk
- Increasing critical thinking

There are no prerequisites for this course.

Course Outline

Seeing the Big Picture

- Short and long term interactions recognize growth opportunities
- Mindfulness of decisions
- Everything is related
- Case study and review questions

KPI's (Key Performance Indicators)

- Decisiveness
- Flexible
- Strong initiative
- Being intuitive
- Case study and review questions



Risk Management Strategies

- Continuous assessment
- Internal and external factors
- Making adjustments and corrections
- Knowing when to pull the trigger or plug
- Case study and review questions

Recognizing Learning Events

- Develop a sense of always learning
- Evaluate past decisions
- Problems are learning opportunities
- Recognize your blind spots
- Case study and review questions

You Need to Know These Answers and More

- What makes my company money?
- What were sales last year?
- What is our profit margin?
- What were our costs?
- Case study and review questions

Financial Literacy (I)

- Assets
- Financial ratios
- Liabilities
- Equity
- Case study and review questions

Financial Literacy (II)

- Income statement
- Balance sheet
- Cash flow statement
- Read, read, read



- Case study and review questions

Business Acumen in Management

- Talent management
- Change management
- Asset management
- Organizational management
- Case study and review questions

Critical Thinking in Business

- Ask the right questions
- Organize data
- Evaluate the information
- Make the decision
- Case study and review questions

Key Financial Levers

- Investing in people
- Effective communication
- Process improvement
- Goal alignment
- Case study and review questions

Building A Corporate Brand

- Your brand
- Brand names and slogans
- Developing a slogan
- Creating a visual identity
- Types of visual identities
- Energizer: the final piece

Marketing Your Product

- Introduction to marketing



PhoenixTS

301-258-8200 | Sales@PhoenixTS.com | www.PhoenixTS.com

- Consumer and market analysis
- Analyzing the competition and yourself
- Analyzing the distribution channels
- Creating a marketing plan
- Product
- Price
- Making connections
- The final stages: implement, evaluate, review and revise
- Leveraging social media

Selling Your Product

- Building your sales force
- The sales cycle

Business Acumen Training FAQs

Who should enroll in this class?

This class is ideal for Managers, Supervisors and Team members in any industry.

Starting at **\$1,495**

ATTENTION

Government Employees & Government Contractors call [240.667.7757](tel:240.667.7757) for GSA Pricing.

GSA



Price Match Guarantee

We'll match any competitor's price quote. Call us at 240-667-7757.

This **Business Acumen Training** course includes:

- 2 days of instructor-led training
- Business Acumen Training book
- Notepad, pen and highlighter
- Variety of bagels, fruits, doughnuts and cereal available at the start of class*
- Tea, coffee and soda available throughout the day*
- Freshly baked cookies every afternoon*

**denotes this benefit is only available at participating locations*