



# Phoenix TS

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**PHOENIX TS**

## **Business Acumen**

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

**BONUS! Cyber Phoenix Subscription Included:** All Phoenix TS students receive complimentary ninety (90) day access to the Cyber Phoenix learning platform, which hosts hundreds of expert asynchronous training courses in Cybersecurity, IT, Soft Skills, and Management and more!

## Course Overview

Phoenix TS' Instructor-led course will help participants improve their judgment and decision skills. This training will address Financial literacy, Business sense, Managing risk, and Increasing critical thinking. After this course, participants will have a better understanding of business acumen with the Federal workplace.

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

There are no prerequisites for this course.

## Schedule

Currently, there are no public classes scheduled. Please contact a Phoenix TS Training Consultant to discuss hosting a private class at 301-258-8200.

## 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
- Bran names and slogans
- Developing a slogan
- Creating a visual identity
- Types of visual identities
- Energizer: the final piece

## Marketing Your Product

- Introduction to marketing
- 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.

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Starting at **\$1,495**

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For GSA pricing or Contractor quotes call  
301-258-8200 - Option 4

**GSA**



**Price Match Guarantee**

We'll match any competitor's price quote. Call 301-258-8200 Option 4.

### 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*



**PhoenixTS**

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