

# *Business acumen*

**BUSINESS ACUMEN UNDERPINS KNOWLEDGE, SOUND DECISION MAKING CAPABILITIES AND HAVING THE CONFIDENCE TO LEAD YOUR ORGANISATION OR DEPARTMENT.**

## Plan of action

The term business acumen is simply the art of linking an insightful assessment of the external business world with an understanding of how money can be made. Then stakeholders develop key strategies to deliver desired results. This intelligence provides great scope to make good business judgments and quick decisions that are ultimately profitable for your organisation.

No single aspect of managerial skill is more important. If the assessments and assumptions taken are inaccurate, your organisation's strategic positioning is likely to be misplaced. The result is developing wrong capabilities, hiring unskilled people, entering into the wrong markets and focusing energy on non profitable activities.

This program helps participants to understand business acumen, the proven linkages that exist and the importance of developing strategic skill sets.

- How to understand business growth
- How to manage and control cash flow
- How to interpret financial statements
- How to focus on value add activities
- How to interpret pricing and costing to make effective financial decisions
- How to make sure people are not pulling the wool over your eyes
- How to identify cash cows and disaster zones
- How to conduct a trend analysis
- How to segment and target profitable market segments
- How to understand the linkages between strategic decision making processes and the external business world
- How to understand the importance of making sound business decisions and focusing upon key performance indicators
- How to snowball the power of knowledge

“ You have to combine instinct with good business acumen.  
You just can't be creative, and you just can't be analytical. ”

– Andrea Jung

## Key Learning Outcomes

At the conclusion of this program participants will possess the skills to:

- Overcome any psychological barriers to understand financial statements
- Understand the 4 pillars of business acumen
- Understand Cash Cows and Dogs
- Analyse business case studies
- Interpret financial statements and make informed business decisions
- Tie business acumen to organisational success
- Conduct an analysis of the impact of Porter's 5 forces
- Plan risk management strategies for development
- Understand the GE matrix
- Position your organisation with a meaningful business perspective
- Test the performance of your USP
- Get past paralysis by analysis and move to action orientated
- Blueprint the value of your organisational activities
- Focus on value add and end user value
- Manage workplace performance
- Decide if your organisational balances are optimum
- Measure, measure, measure
- Liquidity, debt, equity operating expenses - what does it all mean?
- Is the balance right?

## Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size** 4 - 12 participants
- **Venue** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration** This program can be adapted to meet your requirements.
- **Cost** Price on request.
- **Target Audience** Supervisors, Team Leaders and Management.

If you would like more information on this training program, please contact:

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or visit our website today.

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