

Business Acumen For Leaders

Overview

Students will learn to understand the mechanics of the organization – reading and interpreting financials, making sound business decisions, and setting a course – while also developing the skills to guide and direct your workforce.

Target Audience

Professionals desiring to improve their business planning, financial management, and decision-making skills and practice them in an ethical and professional manner

Course Objectives

After completing this course, students will know how to:

- Recognize the importance of the big picture in business planning
- Leverage financial information to make sound business decisions
- Identify the importance of other financial levers to your business
- Understand the importance of ethics on long term business success
- Appreciate how business etiquette affects your organizational success

Course Outline

1 - Gaining a Wider Perspective

Understanding Business Acumen
 Improving Long and Short Term Interactions
 Finding and Recognizing Growth Opportunities
 Making Mindful Decisions
 How to Relate to Others

2 - Understanding the Numbers

Developing, Defining, and Reporting Key Performance Indicators (KPIs)
 Keeping Up with the Business
 Understanding Sales, Costs, and Profit Margin
 Monitoring Assets, Liabilities, Equity, and Financial Ratios
 Reviewing Income Statements, Balance Sheets, and Cash Flow Statements

[Register Online](#)

Schedule

Class Length: 2 Days

G2R = "Guaranteed to Run" | OLL = "Online LIVE"
 ILT = "Instructor-Led-Training"

07/22/21	G2R	9:00AM - 5:00PM	Wilkes-Barre/Scranton, PA	OLL	\$1,500.00
07/22/21	G2R	9:00AM - 5:00PM	Reading, PA	OLL	\$1,500.00
07/22/21	G2R	9:00AM - 5:00PM	Allentown, PA	OLL	\$1,500.00
11/02/21		11:00AM - 7:00PM	Reading, PA	OLL	\$1,500.00
11/02/21		11:00AM - 7:00PM	Wilkes-Barre/Scranton, PA	OLL	\$1,500.00
11/02/21		11:00AM - 7:00PM	Allentown, PA	OLL	\$1,500.00

3 - Management Considerations

Recognizing Talent and Organizational Management
Thinking Critically – Asking the Right Questions, Evaluating the Situation, and Making the Decision
Leveraging the Organization – Investing in Employees and Customers, Process Improvement, and Goal Alignment

4 - Business Ethics

Ensuring Ethical Obligations are Met
Understanding Roles and Responsibilities
Balancing Personal and Organizational Ethics
Managing Ethically – Maintaining the 4 P's

5 - Business Etiquette

Maintaining Etiquette across Communication Platforms – Email, IMs, and Telephone
Following Etiquette in Meetings
Delivering Etiquette in Customer Interactions
