



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"					
12/14/20	G2R	9:00AM - 5:00PM	Allentown, PA	OLL	\$1,500.00
12/14/20	G2R	9:00AM - 5:00PM	Wilkes-Barre/Scranton, PA	OLL	\$1,500.00
12/14/20	G2R	9:00AM - 5:00PM	Reading, PA	OLL	\$1,500.00
03/18/21		9:00AM - 5:00PM	Allentown, PA	OLL	\$1,500.00
03/18/21		9:00AM - 5:00PM	Reading, PA	OLL	\$1,500.00
03/18/21		9:00AM - 5:00PM	Wilkes-Barre/Scranton, 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
