

Course Descriptions & Learning Modules

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Building Business Acumen®

If you're looking to make an impact, business acumen training is a great place to start. Learn to analyze the bigger picture of [Company] and become a business leader who understands and makes smart decisions based on our financial strategies and priorities. This course will help you see how our company makes money and how you directly impact company-wide initiatives.

After participating in Acumen Learning's Building Business Acumen® course, you'll be able to:

1. Use the 5 Business Drivers® to understand how companies makes money
2. Develop a working knowledge of financial statements and strategy
3. Align your individual and team decisions with executive initiatives
4. Evaluate trade-offs between competing options or decisions
5. Make bolder and faster business decisions

Challenge: Do your employees understand the business of your business?

While most people understand their job, only one out of ten understand metrics that are important to their CEO, and 95% don't understand their company's strategy. You end up with employees who are more interested in only getting their work done than in seeing how their work contributes to the bottom line. But when employees have business acumen, productivity accelerates, engagement improves, and solutions come together as individuals, teams, and executives align around common objectives.

Solution: Strategy, Finance, and Business Acumen Training

Acumen Learning's Building Business Acumen® course can help any professional, from any department, understand the business of our business. Using real-world examples and focusing on issues important to your work, you'll learn a simple framework to quickly cut through business complexities, gain a satellite view of the business, improve your track record of success, align decisions to corporate strategy, fix present problems and prevent new ones, break down communication barriers, take advantage of opportunities to grow, and much more.

Learning Modules

The 5 Business Drivers®

What do I really need to know about the business of our business?

Executive Alignment

Where are our executives headed and how can I contribute?

Navigating the Financials

Which numbers do I really need to pay attention to?

Functional Analysis & Impact

How can seeing the big picture help me break down department barriers?

In-Depth Financial & Competitive Analysis

Who's leading, who's lagging, and who's best positioned to win?

Innovation Management & Informed Decision Making

How do I consistently make the right strategic bets?

External Acumen & Stock Market Analysis

How do I develop a global enterprise mindset to help my company succeed?

Acumen in Action™ - My Plan

What are the 2-3 priorities I need to focus on to make a legacy impact?

Business IQ® for Sales Professionals

If you're looking to exceed your sales goals, this is the place to start. This course will help you understand your customers' business and become a business-minded partner who knows how to have the right conversations about client needs. Building your business acumen will help you develop stronger relationships, and more importantly, it will help you reach your sales goals more consistently.

After participating in Acumen Learning's Business IQ® for Sales Professionals course, you'll be able to:

1. Use the 5 Business Drivers® to better understand your prospects' and customers' business strategies
2. Know where to look for publicly available financial data, leverage it to build strategic account plans and have more meaningful sales discussions
3. Speak to business outcomes and benefits and have the right conversations with the right people involved with the purchasing decision, including executives
4. Develop a business case for 2-3 of your prospects, and a personal action plan to drive sales results

Challenge: Do your sales leaders understand the business of their customers' business?

While most salespeople understand the benefits of the products and services they sell and the sales targets they need to reach, only one out of 10 understand key business metrics that are important to their customers. Furthermore, executives consider less than 20% of the meetings they have with salespeople to be valuable. Why does this matter? A lack of understanding and credibility leaves you with salespeople who simply push products rather than helping customers drive long-term success. However, when sales leaders develop business acumen, they can see the big picture of their customers' needs without losing sight of the details of the sale. This allows them to be more productive in sales calls, more engaged with customers, and better at making quick, impactful decisions.

Solution: Strategy, Finance, and Business Acumen Training

Acumen Learning's Business IQ® for Sales Professionals course can help any salesperson, at any level, understand their customers' business. By using real-world examples and focusing on issues that are important to your work, you'll learn a simple framework to quickly cut through business complexities, gain a satellite view of business, improve your track record of success, align solutions to corporate strategy, help customers fix present problems and prevent new ones, break down communication barriers, take advantage of opportunities to grow, and much more.

Learning Modules

The 5 Business Drivers®

What do I really need to know about the business of my customers' business?

Executive Alignment

Where are my customers' executives headed and how can my company's products/services help?

Navigating the Financials

Which numbers do I really need to pay attention to?

Functional Analysis & Impact

How can seeing the big picture help me bring the right people to the table and build consensus around a purchasing decision?

In-Depth Customer & Prospect Analysis

How can I develop a business case for my customers that will help me win more business every time?

Innovation Management & Informed Decision Making

How do I help my prospects and customers consistently make the right strategic bets?

External Acumen & Stock Market Analysis

How do I develop a global enterprise mindset to help my customers win in the marketplace?

Acumen in Action™ - My Plan

What are the 2-3 priorities I need to focus on to make a legacy impact?