

## **Commercial Awareness**

*Being more aware of how a business operates strategically, and developing business acumen is becoming ever more crucial for new and aspiring managers. Business acumen is an understanding of what it takes for a company to make money*



### **Who is it for?**

This programme provides managers with the skills and tools required on a daily basis to make the most commercially effective decisions that contribute to the organisations goals and strategy.

### **Benefits**

From attending this course people will be able to:-

- Use a set of tools to deliver strategic thinking and leadership
- Explain the financial aspects of running a business
- Display a greater awareness of how businesses work in relation to the external environment
- Identify the organisation's strengths, weaknesses, opportunities and threats

### **Content**

- Business Strategy and the link to shareholder Value
- Exploring Business Acumen and how to develop this
- Income and expenditure
- Pricing strategies; mark up and margins
- Importance of cash
- Strategic Focus and assessment of external and internal forces

This list is not exhaustive so please talk to us if you don't see what you are looking for

### **Why X Learning?**

So much finance training can be dull and boring. We make this subject lively, fun, interesting and above all relevant by:

- Drawing learning from day to day events within the business
- Allowing participants to directly reflect on the organisation and the job they do
- Incorporating high levels of interactivity, for example:
  - Running light hearted but focussed business games
  - Using live company data where possible
  - Providing realistic case studies
- Cutting out the jargon and keeping things simple
- Encouraging group work
- Catering for different learning styles and providing multi sensory input

**Programme length options; full day or 2 days depending upon your requirements**

To discuss **call** Mike on 07899 728 628 or David on 07984 817 328  
our office on 01908 632713 or **email** [office@xlearning.co.uk](mailto:office@xlearning.co.uk)