



# “I want our employees to understand how our company makes money.”

Acumen Learning simplifies complex and intimidating financial concepts and teaches the universal principles of business acumen. The common thread through every participant’s experience is that each leaves understanding how they can execute better, smarter, and faster business decisions that drive profitable and sustainable growth.

### Business Acumen Drives Business Growth

The brightest minds in business understand the essence of how a company makes money, and they use this knowledge to impact the bottom line. These people have been described as having *business acumen*. And smart companies recognize that a culture of business acumen will help them accomplish their financial goals.

Think about it, you can spend your training dollars on everything from communication skills to time management, and end up with great leaders that don’t understand whether their efforts are good, bad, or indifferent when it comes to your profitability. Business acumen training provides clarity and teaches employees how to

leverage their leadership skills to strengthen a firm’s financial position.

So whether it’s negotiation training for your sales leaders or an internally developed program for your frontline managers, teaching business acumen puts all of your other training in the context of making money; that’s smart. And it’s why some of the most respected and profitable companies in the world have made business acumen training the foundation of their employee development programs.

### The Challenge

What do your employees know about your company?

- » *What were your company’s sales during the last year?*

### » Solution

Building Business Acumen® (BBA®)

- » BBA® On-Site Training
- » BBA® Quarterly Calls
- » BBA® For Sales Professionals

**1650**

**Acumen Learning has trained over 50,000 participants in more than 25 countries - and 16 of the Fortune 50. Helping them develop employees that are more decisive, who can sort through challenges, take on complexity, and practice their business acumen to deliver clear and measurable business results.**








- » *Are sales growing, declining, or flat?*
- » *How profitable is your company?*
- » *What is your company's profit margin?*
- » *What is your company's cash position?*
- » *How does your company compare to its competitors?*

If your employees don't know the answers to these types of questions - they likely don't know how to impact them.

### The Solution

Picture the results you could achieve if everyone, from the new manager to the senior director, understood how they impact the 5 keys to profitable business growth:

-  How do you generate and use *cash*, and why is it critical?
-  How do you make *profit* meaningful to everyone?
-  How do you get the most out of your *assets*?
-  Why is *growth* so important and how do you impact it?
-  How do you anticipate *peoples'* needs?

Building Business Acumen® will help your employees - no matter their experience and background - understand how a business makes money; but then we take it a step further.

### **We'll Speak the Language of Your Business**

Every step is taken to make your training and business simulation engaging, actionable, and highly relevant to your employees and their specific roles.

We'll research *your* business - *your* financials, *your* competitors, *your* KPIs - to ensure participants comprehend *your* total business and how they can actively contribute to the bottom line.

### The Result

Participants go beyond generic financial literacy and simple business games (we're not in that business). Each participant crafts an action plan that articulates what they will do to transfer their knowledge into the workplace and add muscle to the company's money making process.

Every department from marketing to HR, and every role from frontline managers to senior directors will identify how they can develop and use their business acumen to become more valuable contributor's to the company's profitability.

- » *Managers accomplish goals because their business acumen improves their ability to define how they'll get there.*
- » *Project teams use their business acumen to sort through alternatives and gather the right metrics.*
- » *Business leaders use their business acumen to evaluate the competition and clearly articulate their strategy to stakeholders.*

### **Beyond the Expected**

You'll find us to be a proven partner and take confidence in our extensive track record. We're committed to making an immediate impact and a lasting transformation on your business; utilizing your most valuable asset - your employees.

**Business acumen is all we do.**

[www.acumenlearning.com](http://www.acumenlearning.com)

*"I've been a learning professional for 20 years and this is the best training I've experienced in that time."*

**Dale Tucker**  
Wellpoint, CLO



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