

Business Acumen

INTRODUCTION

Designed for: Those who wish to gain a broad understanding of how a business operates from all perspectives.

COURSE OBJECTIVES

By the end of the course, delegates will have:

- Enhanced commercial awareness.
- Understood the benefits of logical business planning.
- Viewed the business as a whole.

COURSE DURATION: 2 Day Course

COURSE CONTENTS

Commercial Awareness: a broad definition; the key factors.

Business Plans: purpose and benefits; defining the content.

Planning the Future: developing strategies; long and short term aims; top down or bottom up planning.

Your Present Position: SWOT analysis; PESTLE analysis; what makes for success today and for the future?

Monitoring and Control: responsibilities; cash flow monitoring; statistical information; dated action plans.

Sales and Marketing: expected sales by time period; marketing and sales methods; using the marketing mix.

HR Implications: skill levels required; multi-skilling; the impact of change; headcount; motivation; performance targets.

Supporting Plans: departmental; service; quality; operations; resources; capital; productivity; acquisition; disposal; supply.

Customer Orientation: customer service and organisational initiatives; gaining the competitive edge; business benefits through service excellence.

Budget and Financial Planning: expenditure forecasts; budgets and cash flow; financial implications; action plans.

Approval of Plans and Allocation of Budgets: departmental objectives; budget acceptance; cascading objectives; devolving budgets.

Using the Business Plan: importance of reviews; meeting the planned objectives; understanding justified assumptions.

Personal Action Planning

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