



Building Business Acumen[®]

Based on the #1 Wall Street
Journal & a New York Times Bestseller



Multiply
TRAINING PLUS



acumen*learning*



KEVIN COPE

COURSE OVERVIEW

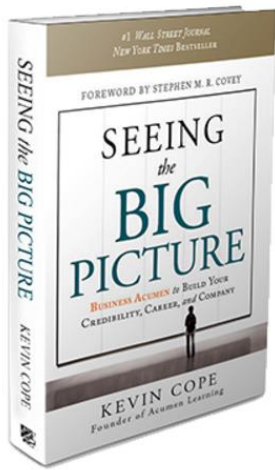
The dictionary defines “Acumen” as “keen insight”, or “mental acuteness”. In this course, participants gain keen insights into how companies make money and learn the skills they need to play a more meaningful role in that money-making process throughout their careers.

Building Business Acumen is a two-day course that provides a solid foundation in business and finance. The first day introduces participants to The 5 Business drivers that all successful companies must focus on: Cash, Profit, Assets, Growth, and People. Participants will engage in activities and group discussions that offer concrete, memorable insight into business concepts. They’ll look into how they can impact each of these drivers from their individual role and align their efforts with CEO communications. Participants will also be introduced to the three financial statements (Income, Balance, Cash Flows). During the second day, participants will conclude their study of the financial statements and will identify key metrics, trending line items, and important figures that CEOs monitor.

Participants will next apply this knowledge through a comparison with benchmark companies - such as competitors, customers, and/or suppliers. The course concludes by illustrating the influences that stock market and external factors can have on their business while pushing participants to commit to making better business decisions within their roles and throughout their careers.

GOALS & LEARNING OBJECTIVES

- ✓ Know and understand what strategic measures are important to the executive team.
- ✓ Identify and understand The 5 Business Drivers all successful businesses must focus on.
- ✓ Have a better understanding of the company’s financial statements.
- ✓ Become a better communicator of company strategy and performance.
- ✓ Create an action plan detailing how you will positively impact company results.



#1 WALL STREET JOURNAL AND A New York Times BESTSELLER

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PROGRAM QUICK GLANCE

DAY 1

Module 1: Course Introduction, Objectives, Introduction to the 5 Business Drivers TM

Module 2: The 5 Business Drivers that power any business

Module 3: Review The 5 Business Drivers: Leaders as Teachers activity

Module 4: Acumen in Action Activities: Functional Awareness, Executive Alignment, On-line Tools & Resources

DAY 2

Module 5: Review The 5 Business Drivers by examining World-Class Strategies

Module 6: Understanding the Financials, Navigating the Financials, and Human Histogram activity

Module 7: Acumen in Action Activities: Benchmark Company Analysis, External Acumen & Stock Price Analysis

Module 8: Action Planning and Wrap-Up

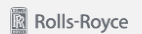
19 OF FORTUNE 50 ARE OUR CLIENTS



Newell Rubbermaid
Brands That Matter



Humana



Johnson & Johnson

TRAVELERS



MARS



LOCKHEED MARTIN





CERTIFIED TRAINERS



SANSANEE HUTANUWATR

Sansanee Hutanuwatr, CFA, is a financial veteran with over 20 years of experience in the financial services industry. She had served as a fund manager, helping to maximise ROI while optimizing risks for capital owners, for a number of leading asset management firms. Her most recent capacities were Chief Investment Officer and Deputy Managing Director of Finansia Asset Management. She is currently a full-time certified master trainer at Acumen Plus.

Sansanee holds a bachelor's degree, summa cum laude, in quantitative economics from Chulalongkorn University and a master's degree in finance from Sloan School of Business at MIT. She is also a charterholder of CFA, one of the most prominent and reputable investment designations worldwide.



DR. VATIN CHALERMDAMRICHAJ

Dr. Vatin Chalermdamrichai has an extensive experience in business consulting and training both for local and international enterprises. He had served under various capacities for leading advisory firms such as i2 Technologies (USA, Singapore), Accenture, PricewaterhouseCoopers, and Hay Group and provided consulting services in the areas of Information Technology, Process Improvement, and Human Resources for major corporations in the US and Asia Pacific region. Apart from being a veteran consultant, he has been actively involved in education and training for over 15 years and currently works as a trainer, a university lecturer, and an entrepreneur.

Dr. Vatin holds a bachelor's degree in mechanical engineering from Chulalongkorn University. He has also earned a master's in manufacturing systems and a Ph.D. in industrial engineering from University of Wisconsin- Madison, USA.



DR. TANAI CHARINSARN

Dr. Tanai Charinsarn has been a professional trainer and a management consultant for more than 15 years. A former management consultant with The Boston Consulting Group and IBM Global Services, Dr. Tanai has been helping many organizations on their strategies. Realizing the increasing pressure to achieve more in less time across the whole spectrum of organizations, large and small, private and public, he founded Productive Plus, a training company focusing on developing people to 'get things done' without stress.

Dr. Tanai holds a Bachelor of Engineering from Chulalongkorn University, a Master of Science from the University of Illinois at Urbana-Champaign, and a Doctor of Information Technology from the University of New South Wales.