

COMMERCIAL ACUMEN



UNDERSTAND THE BUSINESS YOU'RE IN

WHO WE ARE

Executive Central is a team of senior executives who partner with organisations to help them build exceptional, successful businesses where people are inspired to thrive and are empowered to succeed.

We help organisations create a roadmap for success and future-proof their business by enabling their most valuable assets - their people - to become their best selves.

WHY COMMERCIAL ACUMEN?

As the business environment has become more competitive and faster paced, expectations of employees have changed from “just do your job” to “everyone is responsible for helping the organisation succeed”.

Through working with numerous organisations over many years we've realised that most employees, including many managers, cannot read a Profit & Loss Statement. What's more, most employees don't understand the difference between profit and cash, and why that difference is important.

At Executive Central, we know that highly successful organisations align goals, objectives and success indicators across the organisation, gaining buy-in from all employees. As leaders we can give employees the business insight that inspires trust, engagement, and discretionary effort towards success.

HOW WE WORK

We ensure that your people are across the financial concepts, risks and realities that make business tick. The Commercial Acumen Program is practical and interactive. We always start from the point of acknowledging the prior experience that people bring to the table. The learning is practical, with exercises that allow participants to immediately put the concepts into action. The aim of this program is to correct any current misconceptions and where appropriate, to emphasise the need for profit and why companies exist.



LEADERSHIP

ABOUT THE PROGRAM

Our Commercial Acumen program has been designed to provide employees at all levels with:

- A better understanding of their organisation as a business
- A working knowledge of organisational success factors and their own role in that success
- A solid understanding of finance principles and day-to-day application in commercial activities
- The ability to read financial statements.

TARGET AUDIENCE

Commercial Acumen is designed to meet the needs of managers and others from frontline to senior levels, with adjustment of content in consultation with your organisation.

PROGRAM CONTENT

The Commercial Acumen Program consists of seven modules, delivered in group workshops in a flexible format as agreed with you.

Understanding the Organisation:

Explores what the organisation does, what the “business units” do and how they fit into the organisation as a whole.

De-mystifying Finance: Financial reports and their functions, including the difference between cash flow and P&L.

Financial Analysis: The use of financial analysis tools such as Ratios, Rates of Return and Charts.

Key Performance Indicators:

Financial and non-financial indicators are discussed, and their impact on results.

Using “Commercial Acumen”:

Applying financial skills to the participants duties and responsibilities in a practical manner.

Business Planning: How to prepare budgets, forecasts, other forward looking estimates.

Business Success: Managing risk and sustainability for business success.

ORGANISATIONAL BENEFITS

- Alignment of business objectives across the organisation as a whole
- Decreased expenses
- Improvement in operations and processes
- Higher employee morale and overall trust in the organisation.

PARTICIPANT BENEFITS

- Improved knowledge of the business
- Increased understanding of organisational metrics and results
- Improved confidence and ability to share financial results
- Improved decision-making and communication.



For more information on how Executive Central can help you today, contact us at info@executivecentral.com.au or call [1300 737 495](tel:1300737495)
Visit our website executivecentral.com.au for more information on our full range of programs.

OUR PERFORMANCE GUARANTEE

“We think that any organisation in the business of performance improvement should absolutely guarantee its own performance. We believe so strongly in the success of our work and stand so firmly by our results that we offer a full or partial service refund if clients don’t see expected returns.” **Rob Balmer, Managing Director, Executive Central**