Challenge:

Do your employees know how they contribute to the business?

In today’s world of specialized education, employees often are not taught the basic elements of running a whole business. In addition, employees do not always understand how they contribute to the bottom line or how the business as a whole makes money. Imagine an organization where everyone understands what is required to run a business, where his or her job fits into the big picture, and how he or she contributes to the business.
Solution:
What the CEO Wants You to Know: Building Business Acumen

This hard-hitting workshop from FranklinCovey is based on the book *What the CEO Wants You to Know* by best-selling business author Ram Charan. Drawing on knowledge gained from years working with Fortune 100 CEOs, *What the CEO Wants You to Know: Building Business Acumen* will help all employees—no matter their experience or background—understand how their business operates.

In this one-day workshop, participants learn:

How the five essential elements of business help employees align their efforts more closely with their organization’s overall business goals.

What the CEO Wants You to Know: Building Business Acumen

Understanding the five essential elements of business helps employees align their efforts more closely with the organization’s overall business goals.

- **Cash**
  - How it’s generated and why it’s critical.
- **Margin**
  - The importance of making money and being profitable.
- **Velocity**
  - The process through which you turn inventory or capital.
- **Growth**
  - What creates growth and why.
- **Customers**
  - The simple reasons they buy from some businesses and not from others.

Achieve organizational greatness with *What the CEO Wants You to Know: Building Business Acumen*.

For more information about FranklinCovey’s *What the CEO Wants You to Know: Building Business Acumen*, contact your client partner or call 1-888-705-1776 to be put in touch with someone in your local area who can answer any questions.