

# Building Business —Acumen™—



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH FOCUSED EXECUTION

## What the CEO Wants You to Know: Building Business Acumen™



“Step back and get a total picture of the business. As you cut through the complexity, you will get a clear fix on what is happening in the real world.”

—Ram Charan

### ▶ OUTCOMES

#### FranklinCovey's *What the CEO Wants You to Know: Building Business Acumen*

1. Understand how your business operates.
2. Learn the five essential elements of business.
3. Attain an understanding of how the company makes money.
4. Know how your work impacts the bottom line.

### 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.

*What the CEO Wants You to Know: Building Business Acumen* will help everyone in an organization attain an understanding of how the organization makes money. This workshop is especially helpful for employees in roles that typically don't deal with the financial aspects daily.

**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.



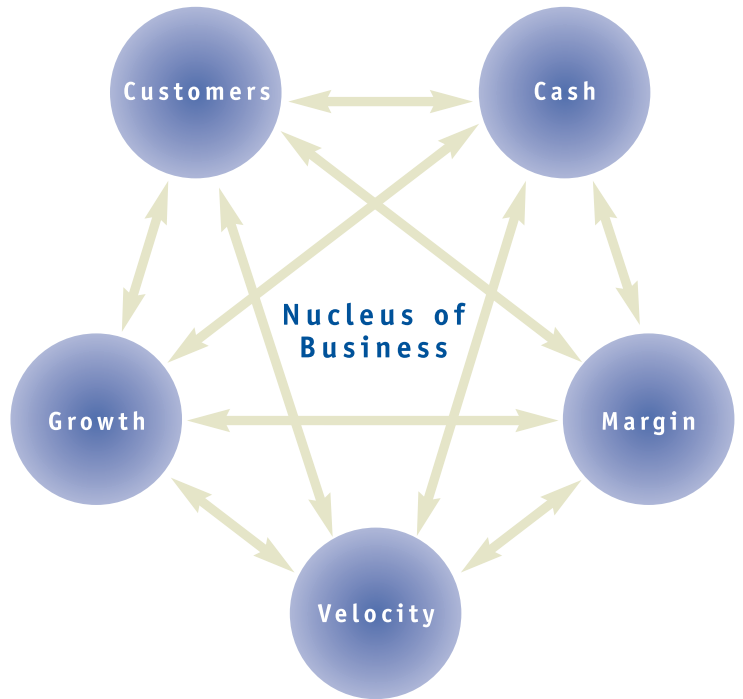
**Velocity**  
The process through which you turn inventory or capital.



**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.

