



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

### **For Individual Contributors**

This course is a first of its kind. We believe that every employee needs to understand 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.

Core Competencies	Participant will be able to:
Five Essential Elements of Business	<ul style="list-style-type: none"> <li>• Understand how cash is generated and why it's critical.</li> <li>• Understand margin and the importance of making money and being profitable.</li> <li>• Understand velocity and the process through which you can turn inventory or capital.</li> <li>• Understand what creates growth and why.</li> <li>• Understand the simple reasons customers buy from some businesses and not from others.</li> </ul>
Navigating an Annual Report	<ul style="list-style-type: none"> <li>• Understand what the purpose of the annual report is.</li> <li>• Understand the key components of this report.</li> </ul>
Strategic Thinking	<ul style="list-style-type: none"> <li>• Learn how the price/earnings ratio is calculated and used.</li> <li>• Link initiatives to the five essential elements of business.</li> </ul>

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 about this course.

## Continuing-Education Credits

<b>Timing</b>	One day
<b>Program Level</b>	Basic
<b>Prerequisites</b>	None
<b>PreWork</b>	None
<b>Delivery Method</b>	Group / Live
<b>CPE / CEU credits</b>	6 Contact Hours / .6 CEU / 7 Hours CPE

### Cancellation & Refund Policy

- You may, at any time prior to 14 days before your course (not including the day of the course), cancel your registration and receive a full refund.
- Within 14 days of the course, FranklinCovey will not issue a refund. However, you can reschedule for a future course at no cost or receive a credit towards an undetermined course to be utilized within one year.
- Participants contacting FranklinCovey after the course has been completed will be charged a re-registration fee of \$25 to transfer to a future course. Please be aware, if you cannot attend the course and fail to give proper notification prior to your course date, you will forfeit your entire course fee.



Franklin Covey is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org)



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FranklinCovey has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 8405 Greensboro Dr, Suite 800, McLean, VA 22102. In obtaining this approval, FranklinCovey has demonstrated that it complies with the ANSI/IACET Standards which are widely recognized as standards of good practice internationally. As a result their Authorized Provider membership status, FranklinCovey is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standards.



FranklinCovey Co. has been approved as a Provider of continuing education in nursing by the Utah Nurses Association, which is accredited as an approver of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation.