

# Building Business —Acumen™—



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH FOCUSED EXECUTION

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



“The most successful business leaders never lose sight of the basics. Their intense focus on the fundamentals of business is, in fact, the secret to their success. Like the street vendor, they have a keen sense of how a business makes money.”

—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 every business.
3. Attain an understanding of how the company makes money using the “Money-Making Model.”
4. Know how your work impacts the bottom line.

### Challenge

Do your employees know how they contribute to the business?

Employees do not always understand how they contribute to the bottom line or how the business as a whole makes money. Imagine the distinct advantage companies have when employees understand what is required to run a business, where their job fits into the big picture, and how they contribute 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***

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.

*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 course, participants learn:**

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

**“When you clearly understand how your organization makes money and, specifically, your contribution to the bottom line, then you achieve passionate execution at all levels.”**

— Scott Jeffrey Miller, General Manager,  
Global Client Facilitation Services — FranklinCovey

## **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 +63 917 634 4795. You may also visit [www.franklincovey.ph](http://www.franklincovey.ph).