

Professional Skills.

## **Business Acumen.**

### **Overview.**

The rogenSi Business Acumen Program aims to give business professionals the knowledge, skills and tools that drive improved financial performance. It is designed to help professionals understand the concept of shareholder value, financial value creation as well as the key profitability drivers which can impact business results.

### **Key components.**

- Demystify the concept of Shareholder Value and Economic Profit
- Calculate and analyse key financial ratios for insightful knowledge and decision making
- What are the drivers behind revenue growth, cost management and asset optimisation
- Experience and test the financial levers/drivers that impact your business the most
- Build a financial case to demonstrate return on investment (ROI and NPV)
- Position your solution with the numbers to support it
- Create an action plan of key activities which will drive value within your business

### **Challenges addressed.**

- How to create shareholder value
- How to understand the relationship between financial statements including the profit & loss statement, the balance sheet and the cash flow statement
- How I can impact the levers of profitable business performance
- Understanding the commercial reality guiding business decision making
- How to justify financial cases e.g. return on investment (ROI / NPV)
- Speaking the language of C-level e.g. CEOs and CFOs
- How to talk the numbers in a confident and motivated manner

### **Outcomes.**

- Have financial and commercial conversations with clients and internal stakeholders
- See things from a financial perspective and therefore add shareholder value
- Operate as a business professional by understanding financial concepts
- Build a financial case to support your recommendations
- Make better informed decisions which drive business results

### **Duration.**

1 day.