

# Building Business Acumen®

## Consumer Products Industry Training

### TRANSFORM YOUR LEADERS INTO BUSINESS LEADERS

Empower your employees with the training they need to understand how your company makes money and how their decisions impact the money-making process. Whether you're looking for greater alignment, engagement, or productivity, business acumen training can bridge the gap. With over two decades of experience, Acumen Learning's clients include 30 Fortune 50 clients.

### BUSINESS ACUMEN CUSTOMIZED FOR YOUR INDUSTRY

While innovation and product development will always be at the heart of consumer products companies, today's market is increasingly transparent. From a consumer performing a price comparison using a smartphone app, to the eco-minded consumer who can Google whether your company is socially responsible, the emerging transparent marketplace presents unique challenges in our increasingly connected world.

In response, consumer brands have been forced to transcend the old rules that run deep within the industry – easier said than done. Senior leaders know that they need employees who are able to see things anew, quickly perceive shifts in the marketplace, and understand how to leverage new rules to improve financial performance.

**"This was one of the most rewarding classes I've taken in a long time. Understanding the financial principles and business drivers will help broaden my conversations with the customers. It will be a more rich discussion that will help accelerate us both to solutions to grow our mutual businesses. Well done!"**

Operating Lead  
Coca Cola

**"Loved it! Thank you for being so open and gracious. I learned more than I thought I would – this exceeded my expectations."**

Facility Team Leader  
Whole Foods

**"I liked learning about the levers I could pull and my impact on the business. Understanding these levers will help me to be more intentional in my role."**

Associate Manager  
Newell Brands

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### WHAT OBJECTIVES DO WE MEET



#### Executive Alignment

Know the strategic direction of your organization in order to align your priorities accordingly to enable optimal impact.



#### Leadership

Understand and effectively communicate where your organization is going and how it is doing to connect your employees' roles to your organization's success.



#### Analytical Skills

Increase your fluency of metrics vital to your organizational and financial success and key levers you pull to move the needle.



#### Decision Making

Make better, smarter, faster decisions that will drive impact and organizational success since every organization needs more employees at all levels to think like business people.



#### Communication

Drive better alignment and clarity with the decisions you make in the organizations you lead or support. Do this by speaking the language of business and finance.