



Workshop Overview

Commercial awareness is one of the key attributes sought after by many employers, and is seen as being essential to employability. Having a sound commercial awareness is the ability to understand what makes a business or organisation successful, through either buying or selling products. This course provides an overview of the financial drivers of the business and then helps delegates to consider the strategic thinking tools required to plot the forward course.



Benefits

Delegates attending this workshop will gain a good grounding in finance and profitability as well as strategic planning and implementation.



Who should attend ?

Anyone new to the business world or more experienced in the corporate sector will be well suited to this course. Those working across all functions of an organisation will benefit from a well-rounded commercial outlook.

Outcomes & Content

- ✓ Understanding the balance sheet
- ✓ Profit and loss account
- ✓ Cash flow and management accounts
- ✓ A practical definition of strategy
- ✓ The current environment and capabilities
- ✓ Steps to devise a mission and vision statement
- ✓ Skills and resources to achieve the vision
- ✓ Generation of strategic and tactical objectives

