

## COURSE OUTLINE

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### Strategic Commercial Awareness

#### Who is it for?

This course is for managers who want to develop their commercial awareness, financial knowledge and strategic thinking capabilities, so that they can influence the direction of their business and deliver to their full potential.

#### What is it about?

Day one of the course provides the skills and insights to make sense of your company's financial position and performance.  
Day two helps delegates to consider the strategic thinking tools required to plot the forward course needed to maximise the potential of the business.

#### What will it cover?

As well as looking at how to make effective business decisions, this course gives a good grounding in finance and profitability. As a two day programme, Day 1 provides the skills and insights to make sense of the company's financial position and performance. Day 2 then considers the strategic thinking tools needed to plot the forward course needed to maximise the potential of the business.

#### What will I learn?

- An understanding of the balance sheet, profit and loss account, cash flow and statutory and management accounts
- Learn to correctly employment key financial ratios to analyse your business
- A practical definition of strategy
- analysis tools to examine the current environment and capabilities
- Steps to devise a mission and vision statement
- Recognition of the skills and resources needed to achieve the vision
- Generation of appropriate strategic and tactical commercial objectives