ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



FINANCE

Financial and Business Acumen

Make sound decisions as if you were responsible for the profit and loss.

WHO IT'S FOR

Managers and professionals who want to decide like an owner.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Explain how the organisation earns, spends and creates value
- Read financial results and see what is driving them
- Weigh cost, return and risk in everyday decisions
- Test the evidence and assumptions behind a proposal
- Connect their work to the organisation's financial goals
- Make decisions they can explain and defend

ABOUT THIS PROGRAM

Good ideas stall when nobody can say what they cost, what they return or what could go wrong. Our business acumen training combines financial understanding with critical thinking, so participants can weigh cost, return and risk as if the profit and loss were theirs to answer for. They learn how the organisation earns and spends, read the commercial picture and test the assumptions behind a decision. They leave able to make choices they can defend, using the financial and strategic context of your own organisation.

Tailored to your organisation

We build in your annual report, funding model, strategy and policies, and the language your people use. For government and not-for-profit groups, we shape the program around public value, funding and accountability, and for business teams around revenue, margin and competition. Commercial acumen training lands best when it uses the organisation's own numbers.

Talk to us about this program

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Enquire online