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## Develop an economic sensitivity in managing a business

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### ***Targets:***

With Business Acumen we mean the intuitive understanding of how a business can make money (making sustainable profits over time). The aim of the course is to develop in the participants an economic sensitivity through the knowledge of the key drivers at the base of a business and the understanding of how they relate to each other (overview) in order to achieve profitable growth.

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***Recipients:*** managers, cadre, entrepreneurs

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### ***Program:***

- How the economic variables of a business are born and develop: the balance sheet and the performance indicators
- What is meant by Business Acumen:
  - The key drivers of a business:
  - Cash: what influences and what is affected
  - Profit: which levers to improve it and which the constraints
  - Growth: growth strategies and necessary resources
  - Asset: how strategic and operational decisions affect the productivity and profitability of assets
  - People: how the management and satisfaction of the internal and external customer impact on the results of the business
- The overview: how each driver impacts on others and what is the effect on the business

*During the seminar the participants will take part in exercises and group work*