



IMPACT BUSINESS



IMPOWER

Beyond Your Department: Broadening Your Business Acumen

Confident Contributors possess business acumen, organizational savvy, and clearly understand how they contribute to their organization’s immediate and long term profitability.

Know the Business

Build business and financial acumen; increase your organizational impact.

Know how Decisions are Made

Understand your organization’s key business drivers; how success is measured.

Position your Ideas

Create and present strong business cases; increase your executive influence.

How Do YOU Impact Business Drivers?

Business drivers are defined as key metrics or indicators (cost, revenue, etc.) that drive your department / organization’s performance.

KEY BUSINESS DRIVERS FOR MY ORGANIZATION	HOW CAN I IMPACT?

Business Acumen Includes:

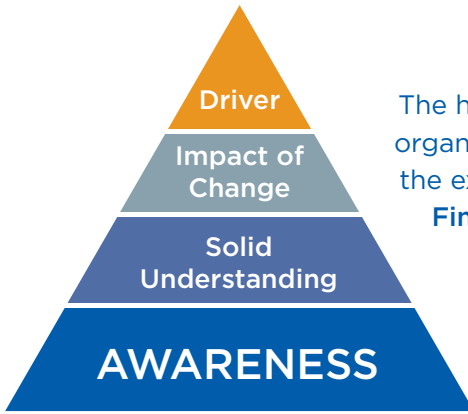
- Understanding the company’s business model; how it makes money
- Knowing how decisions get made
- Financial literacy (analysis / interpretation of \$\$ data)
- Market awareness



What Business Acumen Can Do For You:

“Business acumen is understanding how your company makes money and then making good decisions to improve the money making process”

—Training Magazine



The higher you go in an organization the greater the expectation of your **Financial Acumen.**



KEYS TO FINANCIAL MANAGEMENT



1. **Know your business drivers (department / division / company) and advance your financial savvy based on your role in the organization**
2. **Use financials to:**
 - Build a strong business case
 - Support your ideas
 - Ask the right questions
3. **Compare department business drivers over time - P/P, Y/Y, YTD**
 - Plan vs. actual
 - Compare to others – benchmark

AN INFLUENTIAL BUSINESS PROPOSAL NEEDS TO CONTAIN THE FOLLOWING KEY COMPONENTS:

- **WHAT:** Executive Summary — you should be able to state your Executive Summary in 1-2 minutes.
- **SO WHAT?:** Align to your audience's hot buttons
- **HOW:** Implementation strategy, to include at least one financial aspect
- **NOW WHAT:** Next steps, what do you need from leadership?



KNOW THE BUSINESS Make an **IMPACT**