

Solution:

What the CEO Wants You to Know: Building Business Acumen

This hard-hitting workshop from FranklinCovey is based on the book *What the CEO Wants You to Know* by best-selling business author Ram Charan. Drawing on knowledge gained from years working with Fortune 100 CEOs, *What the CEO Wants You to Know: Building Business Acumen* will help all employees—no matter their experience or background—understand how their business operates.

What the CEO Wants You to Know: Building Business Acumen will help everyone in an organization attain an understanding of how the organization makes money. This workshop is especially helpful for employees in roles that typically don't deal with the financial aspects daily.

In this one-day workshop, participants learn:

How the five essential elements of business help employees align their efforts more closely with their organization's overall business goals.

What the CEO Wants You to Know: Building Business Acumen

Understanding the five essential elements of business helps employees align their efforts more closely with the organization's overall business goals.



Cash

How it's generated and why it's critical.



Margin

The importance of making money and being profitable.



Velocity

The process through which you turn inventory or capital.



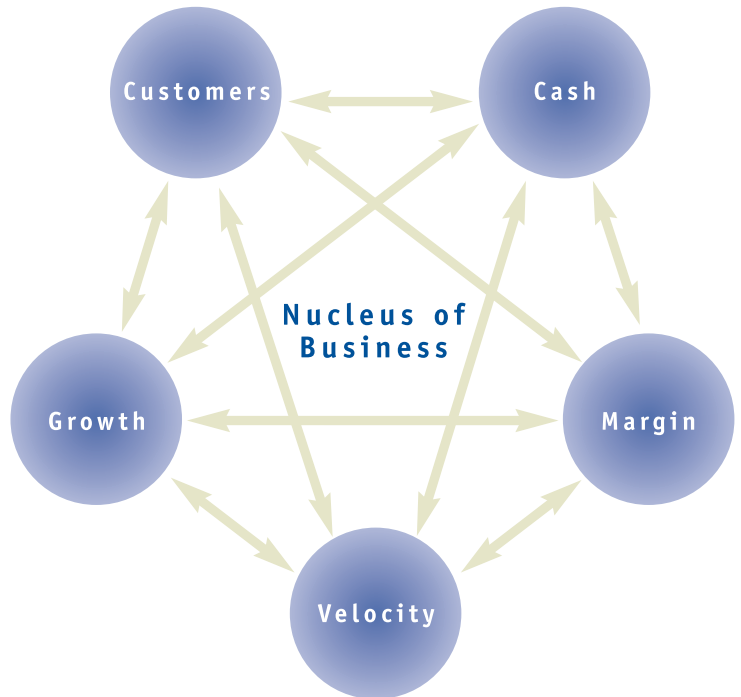
Growth

What creates growth and why.



Customers

The simple reasons they buy from some businesses and not from others.



Achieve organizational greatness with *What the CEO Wants You to Know: Building Business Acumen*.

For more information about FranklinCovey's *What the CEO Wants You to Know: Building Business Acumen*, contact your client partner or call 03 6205 5550 to be put in touch with someone in your local area who can answer any questions.