

## Content

### Strategic context

- understanding strategy
- creating and sustaining competitive advantage
  - strategy formulation
  - business planning

### Business finance

- statutory and management accounts; balance sheet, P&L
- profit, cash and working capital
  - key financial ratios, how and when to use them
- measuring business performance
  - non-financial measures

### Commercial decisions

- data gathering, analysis and interpretation
- decision thinking; framing the question, generating options
  - the impact of commercial decisions on the bottom line
  - balancing risk and reward

### Managing for value

- adding value for all parties by looking for sustainable, profitable business solutions
  - influencing strategies and negotiating skills that achieve win-win
- the link between customer satisfaction, employee satisfaction and profit.

# Business Leadership

## Leadership and Management

You are a leader or manager with top and bottom line responsibility. Your ability to exercise commercially sound judgement has a major impact on the performance and profitability of your team, function or business unit.

This two day programme will give you a robust framework and a set of tools and techniques to enable you to make well-informed business decisions with confidence. We will enable you to demonstrate real commercial acumen, equipping you with the capability to formulate and implement winning business strategies.

### Benefits

By the end of the programme you will be able to:

- understand the role of competitive strategy, and know how to identify sources of sustainable advantage
- analyse and interpret financial statements and performance measures
- make sound and commercially robust decisions that balance risk and reward
- influence and negotiate with others to achieve mutually beneficial results
- turn satisfied customers into loyal business partners.

### Approach

A practical programme combining exercises, case studies and a business simulation to give a highly participative and interactive workshop. Our facilitator will also share their accumulated knowledge and experience drawn from a wide-ranging business background.

### Who should attend?

Leaders and managers responsible for making decisions that have a significant impact on business performance.

### Programme information

Duration: Two days

Price: £725 (excluding VAT)

For further details please call John Baldwin on +44 (0)1306 621600.

"Well organised,  
fast moving and very interactive.  
Highly relevant to the business."

Michael Munnely,  
Kerry Foods Ireland