



Commercial Awareness

With today's challenging market conditions it's useful for individuals in business to have greater business awareness.

Staff members need to have an awareness of how their business operates at strategic levels and how outside influences impact on the business they work in, meaning they have a more commercially focused mid-set.

Course Aims

This course aims to provide those that attend with an understanding of how to influence decisions, focus on the critical business issues that affect their role and understand from a commercial view point why certain decisions are made.

By the end of the session, attendees will:

- Know how to fully understand the market you operate in and identify future business opportunities
- Understand how internal and external events impact on your business
- Know the key stakeholders in the business and how to influence them
- Understand why certain decisions are made in the business (why some get the green light and why others don't)
- Use a range of tools to make commercially focused decisions and arguments

Course Content

- What impacts your business
- Strategic focus
- Internal/External customers
- Influencing Stake Holders
- Making/Influencing decisions
- Strategic thinking tools

Course Benefits

Being more commercially focused and making decisions at a more strategic level will help organisations to become more cost effective, profitable and will motivate staff to do more business in the right areas.

Who Should Attend?

Anyone who needs to make commercial decisions, influence stake holders, understand more about their businesses decision making processes or is tasked with cost savings.

Price

This course is only available as an in-house programme. Please contact us to talk more about your needs and for a quote.

Session Breakdown

What is Commercial Awareness?

- What does the term commercial awareness mean
- Why do you need to have more commercial awareness
- What is strategic thinking and how does it fit in with commercial awareness
- Understanding your businesses commercial and strategic plans

What Impacts Your Business

- What are the internal and external factors that currently/will in future impact your business
- What impact will they have
- Using SWOT and PESTLE analysis to identify the above

Understanding the Marketplace

- Looking at the market place you operate in and the competition
- How your competition affects your business
- Porter's 5 Forces model to understand the business environment

Strategic Focus, Thinking and Decision Making

- What are the things you should be working on and what should be left alone
- How to make the decisions above with a strategic and commercial focus
- Understand why decisions are made and why some get the green light and others don't
- How to develop a strong commercial argument

Your Customers

- Who are your customers (internal and external)
- How do they influence your decisions
- How do your decisions impact on them
- How could you be providing a better service to them whilst still remaining commercially focused

Stakeholders

- How are the key decision makers in your business
- How do they impact on you, your job, your customers and your decisions
- How to influence stakeholders to stand a better chance of getting the green light for your ideas

Course Information

This is a **one day** training event that Revolution Learning and Development deliver as an in-house course anywhere in the UK

We can make this more bespoke to your needs.

The cost of our open courses includes the learning materials, refreshments during the day and lunch.

To discuss your individual needs, email contact@revolutionlearning.net or call us on 03333 444 575.

Booking terms and conditions are available on our website.