



# Commercial Awareness Training Course

# About This Course

## Commercial Awareness Training Course



**Do you want a deeper understanding of your business that will help you to make better business and commercial decisions?**

Our Commercial Awareness Training Course will provide you with a deeper understanding of how to be more commercially focused. In today's challenging market conditions, it's useful to have greater business awareness, know how your business operates at strategic levels and how outside influences impact on the your business.

This Commercial Awareness training course is delivered as a scheduled open online training course or in-house just for your business.

We deliver the course as a face to face course and a live virtual online course.



# The Course Aim & Objectives

Here's what you will learn on our commercial awareness course



## Course Aim

This Commercial Awareness Training Course aims to provide you with an understanding of how to influence decisions, focus on the critical business issues that affect your role and understand from a commercial viewpoint why certain decisions are made.

## Course Objectives

By attending this Commercial Training Course you 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

# The Course Content

Here's what we cover in our commercial awareness course



## 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

# Delivery Options

How we deliver our commercial awareness course

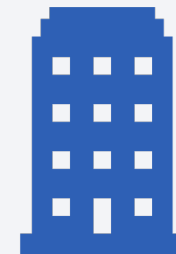


## Open Training Course

**Delivered online as a scheduled open training course**

£215.00 + VAT / €239.00

Price per delegate.



## In-House

**Delivered at your business location or a location of your choice anywhere in the UK, Ireland, across Europe or online.**

We can adapt the course content to meet your specific needs and those of your team.

Contact us for a quote.

# Open Training Course

Attend our scheduled online training course



**We deliver our commercial awareness course as an online scheduled open training course.**

**Perfect for when there is just you, one of your colleagues or a small group of you that would like to attend the course.**

Our scheduled courses run on a regular basis and are delivered via Zoom.

You will find them just as engaging and interactive as our in-person training course.

See the course page on our website for more details and the course schedule.



# In-House Delivery

Train your team. Train your entire company



**We can deliver our commercial awareness training course just for your team or organisation.**

1

**Start with an off-the shelf course**

We'll use the content in the overview as a starting point

2

**Understanding your needs**

We'll work with you to agree what outcomes you want from the course

3

**Making it yours**

We will shape the content to ensure the course meets your requirements

4

**Delivering the skills**

We then deliver the course that we've agreed either in-person or online

**Make it even more bespoke**

We can completely redesign the course to meet you needs. Just tell us what you need, and we can put a no obligation proposal together for you.

# Online Training Course

Fun, engaging and interactive – delivered online



**Our commercial awareness training course can be delivered as a virtual online course.**



**The same great content reimagined for the online environment.**

- ✓ Our open training courses are delivered using Zoom
- ✓ When delivered in-house, we can use the platform you are most comfortable with
- ✓ Re-designed sessions to allow for interactivity and engagement in the online environment
- ✓ The same fun, engaging and down to earth approach
- ✓ Join your course from anywhere



# About Us

Here's a bit about us and what we do



## We are Revolution Learning and Development

**We are a leading learning and development consultancy based in the UK. We provide our services across the UK, Ireland and Europe.**

- ✓ We deliver fun, engaging and down to earth training courses in-person and online
- ✓ Over 20 years of training experience
- ✓ Incredibly cost effective and a real focus on return on investment
- ✓ 92% of our clients rebook us for further training and development
- ✓ Flexible training and development solutions

# Let's Talk

We're here to help



If you have any questions about our commercial awareness course or would like a quote for an in-house course, then just get in touch.

## Call Us:

**UK: 03333 444575**

**ROI: 015549779**

## Email Us:

**hello@revolutionlearning.com**

## Visit Us:

**UK: <https://www.revolutionlearning.co.uk>**

**ROI: <https://www.revolutionlearning.ie>**

**EU: <https://www.revolutionlearning.com>**