



BUSINESS ACUMEN SKILLS

Overview

In today's volatile and margin-pressured environment, technical expertise alone is not enough. Leaders, sales teams, and functional specialists must think like business owners—understanding how decisions impact revenue, cost, cash flow, risk, and long-term value.

Our Business Acumen Skills program builds commercial intelligence, financial fluency, and strategic judgment—enabling professionals to make decisions that drive profitable growth.

Ideal for

- leaders and high-potential managers
- Sales, key account, and commercial teams
- Consultants, solution architects, and functional heads
- Cross-functional teams influencing P&L outcomes

Core Skill Development Areas

1. Financial & Commercial Literacy (for non-finance leaders)
 - Reading and interpreting P&L, balance sheet, and cash flow
 - Revenue drivers, margin levers, and cost structures
 - Gross margin, contribution margin, EBITDA explained
 - Cash flow vs profit (why profitable companies fail)
 - ROI, IRR, NPV – practical business usage
 - Working capital management
 - Budgeting and forecasting basics



2. Value Creation & Economic Logic

- How businesses truly make money
- Understanding customer economics and lifetime value
- Cost-to-serve and value leakage identification
- Linking value creation to pricing and negotiation

3. Strategic Thinking

- Competitive advantage and differentiation
- Porter's Five Forces (practical use)
- SWOT vs TOWS (decision orientation)
- Value chain analysis
- Make vs buy decisions
- Strategic trade-offs

4. Decision-Making and Business Judgment

- Data-driven vs intuition-driven decisions
- Risk vs reward assessment
- Opportunity cost thinking
- Capital allocation decisions
- Go / No-Go frameworks

5. Market & Customer Economics

- Market sizing (TAM, SAM, SOM)
- Customer lifetime value (CLV/LTV)



- Cost of acquisition (CAC)
- Pricing power and elasticity
- Customer profitability analysis
- Demand drivers and buying behaviour

6. Commercial & Sales Acumen

- Value vs price thinking
- Commercial deal structuring
- Discounting impact on profitability
- Sales funnel economics
- Deal risk assessment
- Account profitability management

7. Pricing & Profitability Management

- Cost-plus vs value-based pricing
- Price waterfalls
- Margin leakage identification
- Bundling, unbundling strategies
- Contractual terms' impact on profit
- Revenue assurance

8. Operational Acumen

- Productivity and efficiency metrics
- Process improvement basics (Lean thinking)
- Capacity utilization
- Quality, cost, delivery trade-offs
- Supply chain basics
- Service delivery economics



Program Methodology

- Business cases and live simulations
- Group problem-solving and peer learning
- Practical tools and frameworks for immediate application
- C-suite lens applied to everyday business choices

Why Us

- Deep experience across sales, strategy, and negotiations
- Focus on behavioural change, not just knowledge transfer
- Proven relevance in complex, relationship-driven markets