



Want your employees to think and act as business owners?



Business Acumen

You want people to increase customer loyalty, reduce costs or innovate to deliver better business results. Shouldn't they understand how your business really works so they can deliver the improved results you are counting on? Do you want a practical way to educate people to think and act as business owners?

Our business acumen educational programs help people grasp the fundamentals of how your business makes money and develop the knowledge, skill and motivation to make sense of and act on financial and operating information to get better results. If you really believe people are "competitive advantage" don't you owe them the opportunity to learn what makes your business "tick?" Here are three options to deliver that learning:

- Profit and Cash[®], a learning game that can be embedded in a one-half to one day workshop that engages participants in decisions and actions that impact the financials: balance sheet, income, cash flow and inventory statements. It literally provides a hands-on experience of playing a "Monopoly" like game in which teams figure out day-to-day impacts on profit and cash and translate that learning into their own business and work.
- As an addition to our Profit & Cash[®] workshop may include Big Picture Worksheets[™], a way to literally put people into the big picture of your business using large (2 feet by 3 feet) visuals. This big picture depicts your business in ways that help people comprehend the strategic vision and the specific choices your organization is making to implement strategy; the dynamics of how the business will grow and make money using the strategy and, importantly where they fit in.

Client Quote:

"Jeannie Coyle brings highly respectable real world experience and presents complex topics in an easily understood format. As she worked with me to deliver "Building Business Acumen" to our high potential leaders, I was most impressed with her motivation and ability to learn our business. She immediately builds trust and has instant credibility with her audience due in large part to her business knowledge and her energetic style that keeps the audience fully engaged."

Chris Stehman, Director Leadership Development and Strategy, Yamaha Motor Corporation

Contact: Jeannie Coyle
(503) 452- 7307
Jeannie@JeannieCoyle.com
<http://www.JeannieCoyle.com>