

Business Acumen Skills

Becoming an Effective Business Manager

Businesses are always being called to make efficiencies, cut cost and increase margin, as a result we are all called to be business managers, irrespective of our functions, and need to be able to evaluate the financial returns on our time and effort.

This workshop gives delegates practical skills in costing activities, building a business case, communicating about financial matters, and defending investment decisions.

We begin by reviewing what makes a successful business manager and then move on to establishing ways in which delegates may quantify the activities they undertake.

Delegates learn the key principles of making a business case and undertake a practical exercise in which they put a business case together and present it to colleagues.

We finish by reviewing the key principles and skills needed for effective negotiations and apply these in a second practical exercise.

Learning Outcomes

Delegates learn about

- **the attributes and skills of successful business managers**
- **how to prioritise and use their time effectively**
- **how to make a business case**
- **the key skills of negotiations**

This workshop is designed for junior and middle managers who are looking to improve themselves in developing business acumen.



Jennifer Fitzgerald



Jennifer is an executive coach and trainer of interpersonal skills. She is an accredited trainer of NLP (neurolinguistic programming) and coach trainer with the International NLP Trainers Association. She has trained in accelerated learning and had preliminary training in cognitive behavioural therapy and other psychological disciplines.

Jennifer brings a high degree of business expertise to the programmes she runs. Her credentials come from a highly business focussed career with Schlumberger, Mastercard and Barclaycard. She has extensive international experience and speaks both French and German.

Jennifer runs training courses and coaching programmes at market leading companies, the programmes she runs are fast-paced, thought-provoking, interactive and fun!