

## Commercial Awareness

### Objectives

To enable delegates to be aware of the impact of their team's actions/inactions and contribution to the overall success of your business.

### What is it about and what will it do?

Appreciating processes, relationships, risks and their impacts on business.

Taking a “commercial big picture view”.

### Who is it for?

Managers/leaders who need to have a big picture – in terms of commercial impacts.

### Outline content

- How to contribute to the organisations goals, by recognising, utilising and creating opportunities
- External influences on the business and managing the business
- What else is happening in the marketplace – competition
- Understanding the impact or loss, waste, sudden changes to your piece of the Business and the wider company i.e. effect on the “bottom line”/bigger picture figures
- Delivering value for money across the business
- Action planning to improve results/minimising impact

